

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES

and The Flavor Field

80th YEAR

DECEMBER, 1957

C. E. BICKFORD & CO.

Merry

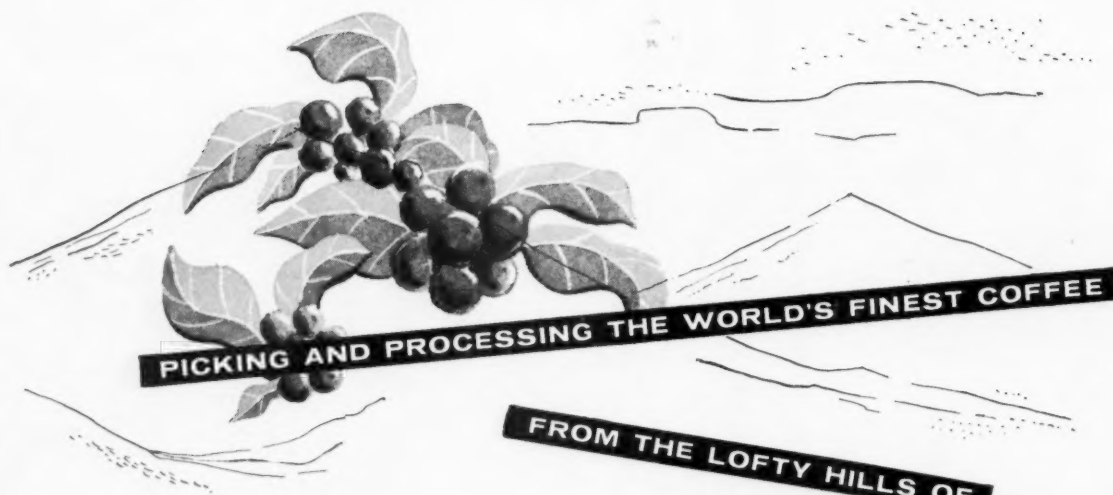
Christmas

COFFEE BROKERS
AND AGENTS

Since 1886

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120 Wall St.

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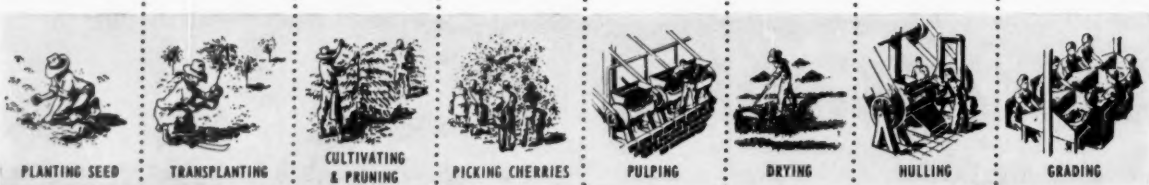


PICKING AND PROCESSING THE WORLD'S FINEST COFFEE

FROM THE LOFTY HILLS OF

COLOMBIA

FOR THE COFFEE PLEASURE OF AMERICA



PLANTING SEED

TRANSPLANTING

CULTIVATING
& PRUNING

PICKING CHERRIES

PULPING

DRYING

HULLING

GRADING

**NATIONAL FEDERATION OF
COFFEE GROWERS OF COLOMBIA**
120 Wall Street • New York 5, N. Y.
Member of Pan American Coffee Bureau

GUMP RESEARCH

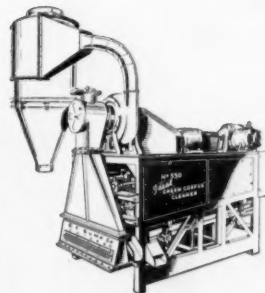
has produced this complete line of modern coffee equipment

COFFEE CLEANING BLENDING

Ideal Coffee Cleaner Redesigned

Efficiency of the highly rated, "three-in-one" Ideal Green Coffee Cleaner has recently been improved by a new type of aspirating system.

Automatic controls have been added to Draver Continuous Mixing Systems, to provide centralized control of the coffee blending process.

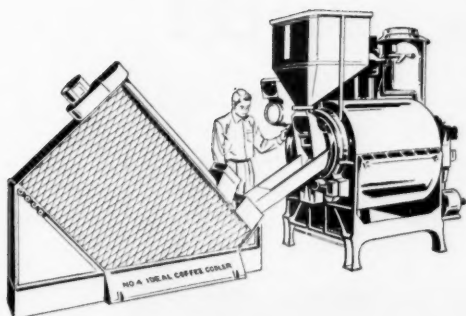


COFFEE ROASTING

All New Roasting Department Equipment

Introduction of the advanced Gump Ray-Nox Coffee Roaster in 1953 culminated years of research, experimentation and testing by Gump engineers. At the same time, work was going forward on auxiliary roasting department equipment. The Ideal Exhaust

Purifier was added to the line. An entirely new type of coffee cooler, the Ideal Vertical-Twin Cooler, was developed. Ideal Stoners, Collectors and other units were produced, to complete Gump's line of modern, efficient roasting department equipment.

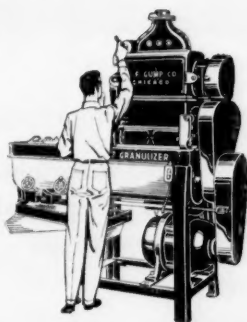


COFFEE GRINDING

New Style "E" Gump Coffee Granulizers

Redesign of the Gump Coffee Granulizer meets current trade needs for a wider range of granulation sizes, sectional head construction, and other modern operating advantages.

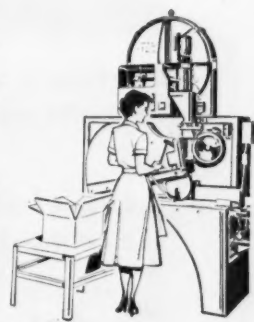
And, in line with Gump policy never to "obsolete" a Granulizer model, the new Style "E" Heads have been offered in the Gump Exchange Head Plan. Thus Gump Coffee Granulizer users can completely modernize their older models at a reasonable charge.



COFFEE PACKAGING

New Bar-Nun Can Line Equipment Expanded Bag Packaging Line

The early 50's brought expansion of the Bar-Nun "Auto-Check" Net Weigher and Bar-Nun Bag Packaging line, to include larger models, and a "left-hand" Bar-Nun Bag Feeder and Weigher. Now, introduction of the Series 100 Bar-Nun Can Line Equipment fulfills long range Gump plans to offer the coffee industry a complete line of accurate and dependable packaging equipment.



FOR BETTER COFFEE, ECONOMICAL PROCESSING — 10 YEARS OF PROGRESS

ALL this new, modern equipment has been produced for the coffee industry by the B. F. Gump Co. in just a decade — since the end of World War II permitted resumption of earlier plans. It's a record 10 years of progress — and it makes Gump your source of the most complete line of coffee plant equipment.

Profit from Gump progressive engineering and completeness of line: it will help you produce *better coffee, more economically*. When you wish to expand or modernize production . . . from the purchase of a single piece of equipment, to designing a complete new plant . . . consult the B. F. Gump Co.

B. F. GUMP CO. 1312 SOUTH CICERO AVENUE, CHICAGO 50, ILLINOIS

MEMBER OF
NCA



What happened to the nine beans?—

the nine extra beans per cup which went into the stronger coffee brewed in the early 1950's? Here's what the Coffee Bureau is doing about putting those beans back in the cup!

P.A.C.B. LAUNCHES NATIONWIDE DRIVE AGAINST "WATERED" COFFEE!

In just the last few years, the national extraction rate has risen from 50 cups per pound of regular coffee to almost 64! This trend toward weaker and weaker coffee threatens the entire coffee industry. That's why the Pan-American Coffee Bureau is now taking forceful action.

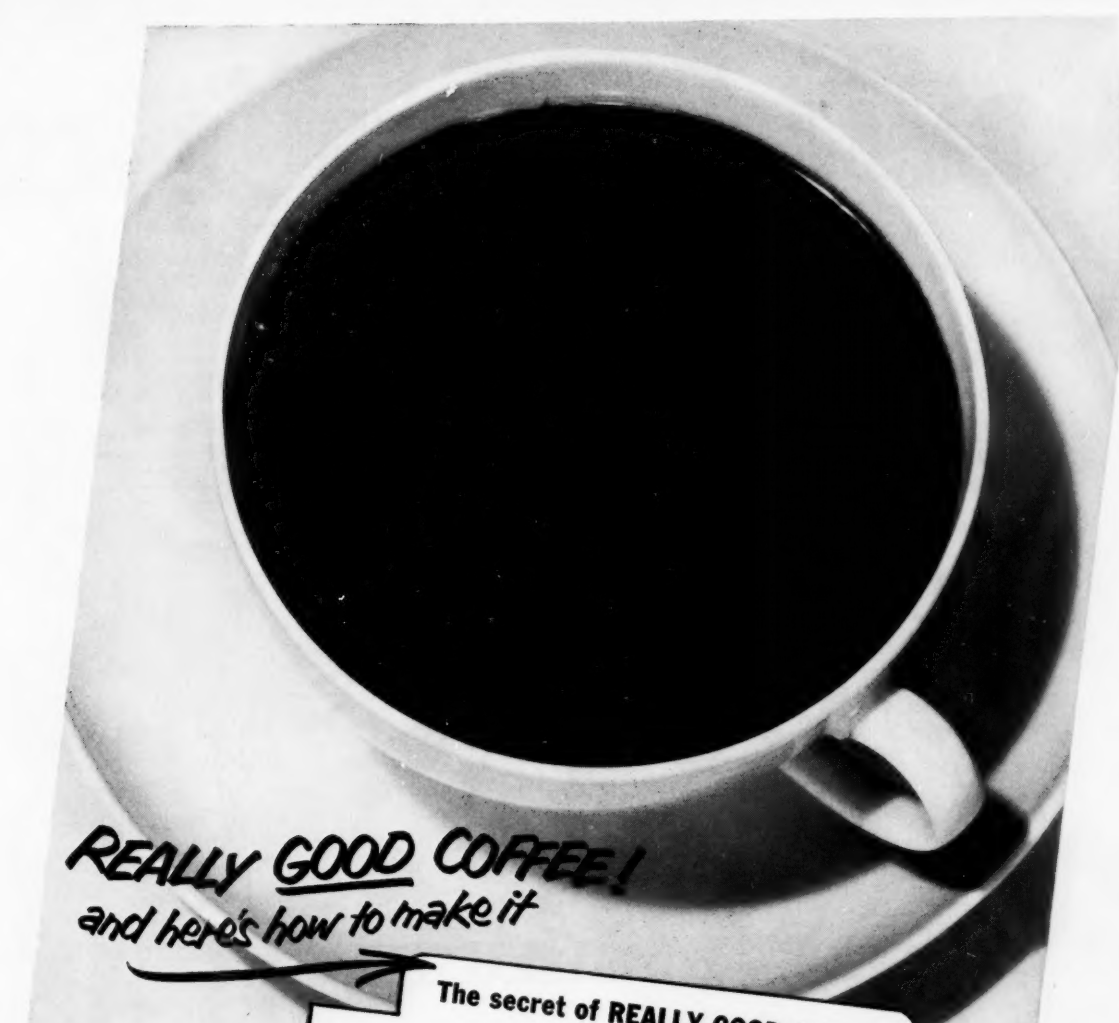
This advertising will sell full-flavored
coffee to 59,291,160 people...

**Starting in January,
full-color advertising will run in the following publications:**

Life	McCall's Magazine	American Weekly
Saturday Evening Post	Better Homes and Gardens	This Week Magazine
Ladies' Home Journal	American Home	Parade

This ad was thoroughly consumer-tested—it proved to be the *best* way to get the all-important recipe read. And the recipe is for full-flavored coffee—brewed at a rate of 40 cups per pound. It should help *you* sell more coffee.

HOW YOU CAN TIE IN: Your own brand sales stand to benefit from a lowered extraction ~~rate~~. Why not use this widely advertised recipe in your own brand advertising and promotion? You will be informed about tie-in materials—with ample space for your brand messages—by direct mail and in this magazine next month.



REALLY GOOD COFFEE!
and here's how to make it

The secret of REALLY GOOD COFFEE

Does your coffee have all the full, rich taste and wonderful aroma that it should? You can make excellent coffee, using your favorite brand. Start with a clean coffee maker, fresh coffee, fresh cold water. Use proper grind for your coffee maker. Measure and time carefully.

Per cup, one Standard Coffee Measure (2 measuring tbs.) to $\frac{3}{4}$ measuring cup (6 ozs.) of water. Time: Percolate gently no more than 8 mins. Vacuum, stir — hold in upper bowl no more than 3 mins. Drip — pour in boiling water — should go through coffee in 4-6 mins. Stir before serving. Always use at least $\frac{3}{4}$ capacity of your coffee maker. Serve at once.

CAUTION: Brewing too long makes coffee bitter. If you want weaker coffee, dilute with water after brewing according to above recipe.

Once you learn the secret of good coffee, you'll find people saying, "Another cup, please!" After all, there is nothing as satisfying as a good cup of coffee!

NOTE: If you use "instant," vary the strength to suit your taste.

"FUN WITH COFFEE"—32 pages of coffee recipes and cooking hints—only 10¢.

PAN-AMERICAN COFFEE BUREAU, Box 33, Old Chelsea Sta., N. Y. 11, N. Y.

NOW MORE THAN EVER

IS THE TIME TO

SAVE

WITH

PORTUGUESE
WEST AFRICANS

ANGOLA

CABO VERDE • S. TOMÉ • TIMOR

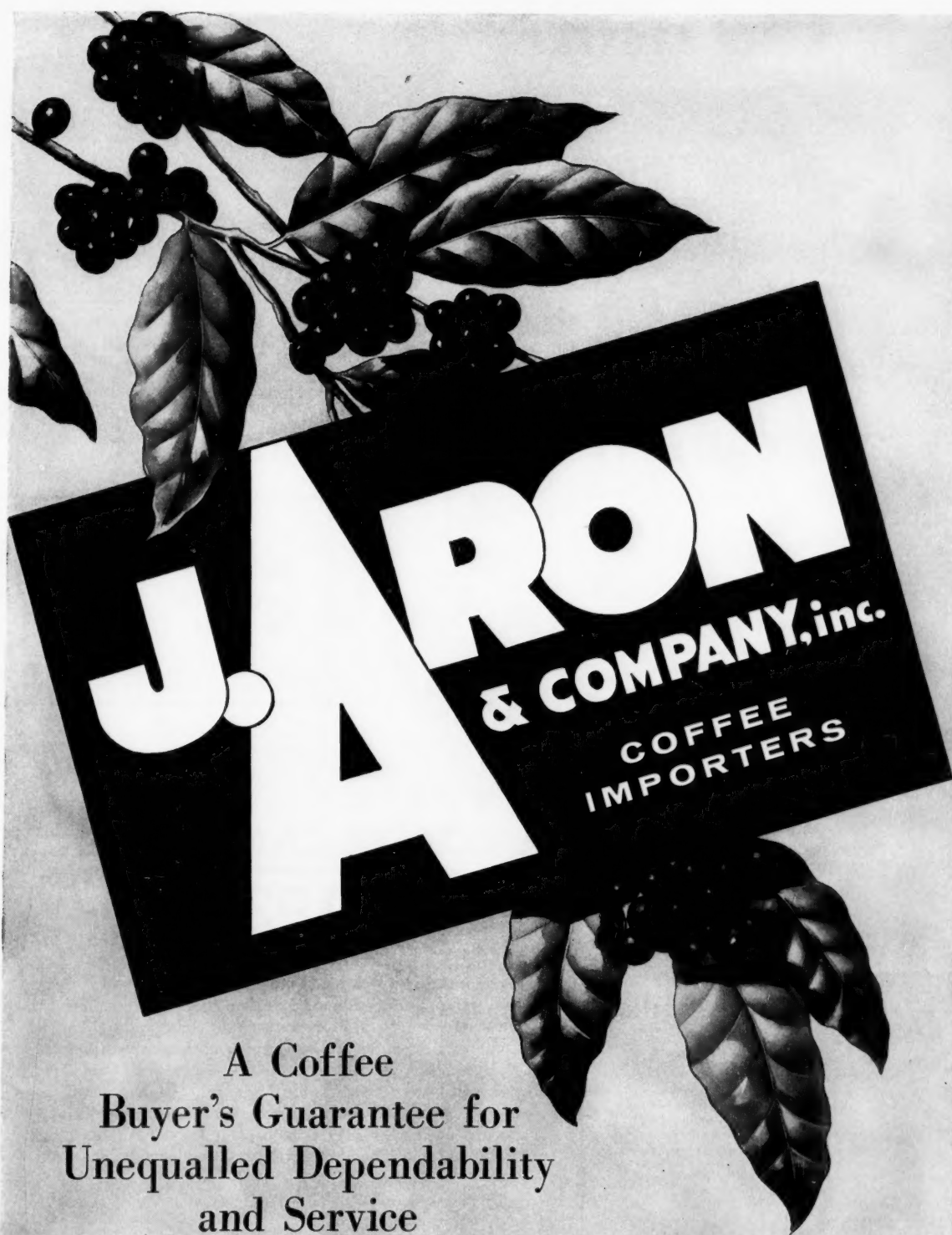
THEY ARE SWEET AND THEY
WILL BRING DOWN THE COST
OF YOUR BLENDS

JUNTA^{de} EXPORTAÇÃO^{do} CAFÉ

HEAD OFFICE: RUA AUGUSTA - 27 - LISBON - PORTUGAL

D. SARAIVA

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A Coffee
Buyer's Guarantee for
Unequalled Dependability
and Service

NEW YORK
91 Wall Street

NEW ORLEANS
336 Magazine Street

SAN FRANCISCO
242 California Street

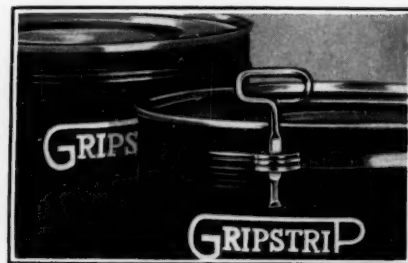
CHICAGO
404 No. Wells Street

Representatives in:

SANTOS, RIO de JANEIRO, PARANAGUA and principal coffee producing countries throughout the world.

DECEMBER, 1957

SELLS FASTER!



**PRESSURE PACK AND
VACUUM PACK**

BECAUSE IT OPENS EASIER!



**NO MORE
"OFF-TRACK"
RIP STRIPS**

CONTINENTAL COFFEE CANS WITH SELF-TRACKING **GRIPSTRIP®**

NEW! For instant coffee
Savorlock Cans

Vapor barrier seal and lock top for supreme flavor freshness

Extra flavor protection! Savorlock's lock top provides positive reseal throughout use of coffee. Two and six oz. sizes, colorful lithography, easier stacking and display.

Coffee customers look for Continental coffee cans with Gripstrip because self-tracking Gripstrip cans open easier, every time, without annoying "off-track" rip strips. Your coffee will sell better in Continental pressure pack or vacuum pack cans with Gripstrip. And your entire packing operation will benefit from Continental's personalized service. Individual research assistance from Continental experts will help you solve any packing problem, from closing machine maintenance to plant layout. For the best in coffee cans and coffee can service, call Continental today.



Eastern Division: 100 E. 42nd St., New York 17
Central Division: 135 So. La Salle St., Chicago 3
Pacific Division: Russ Building, San Francisco 4

COFFEE & TEA INDUSTRIES and The Flavor Field

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

8—GRANULATORS

This four-page bulletin with pictures and specifications on a new line of coffee granulators. The bulletin describes capacity and dimensions, special finishing rolls, operation and maintenance, replacement heads, etc. Jabez Burns & Sons, Inc., 11th Ave. at 43rd St., New York City.

9—MODERN FILLING MACHINES

A four-page illustrated folder describes a complete line of modern filling machines and packaging machinery for virtually any of your needs. Stokes & Smith Co., 4962 Summerdale Avenue, Philadelphia 24, Pa.

10—ICED COFFEE—1957

Facts and figures on trends in iced coffee sales by coffee roasters across the country, reprinted from special COFFEE & TEA INDUSTRIES Iced Coffee Issue. Eight-page brochure available from Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.

11—FLAT BAG PACKAGE

This four-page illustrated folder describes German-made automatic flat bag filling and closing machines. High speed types are said to fill and seal up to 130 bags per minute. Gebr. Holler, Maschinenfabrik, Bergisch Gladbach Bei Koln. U. S. representative: Ulbeco, Inc., 484 State Highway #17, Paramus, N. J.

12—NEW COFFEE COOLER

Detailed information about a new coffee cooler is given in Bulletin 902, available from the B. F. Gump Co., 1325 S. Cicero Ave., Chicago 50. The Ideal Vertical-Twin Coffee Cooler has a compact vertical design, and is said to cool a full four-bag batch of coffee to room temperature in less than three minutes.

13—STORE GRINDER

This illustrated bulletin describes the new Super Grindmaster Model No. 500, which supersedes the company's regular Grindmaster, featured for the past four years. Operation is fully automatic. The grind plate is on the front of the machine, in full view of the customer, and the grinds are indicated with an illustration of the brewing device, as well as by name. American Duplex Co., 815-827 West Market St., Louisville 2, Ky.

SPICE MILL PUBLISHING CO.
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ 13 ☐

Firm Name

Street Address

City and State

Signature Title

DECEMBER, 1957

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

80th Year

DECEMBER 1957

Vol. 80, No. 12

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80th Year



T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor



Merry Christmas
and a Happy New Year

JABEZ BURNS AND SONS, INC.
ENGINEERS
NEW YORK CHICAGO
DALLAS SAN FRANCISCO
1114 AVENUE AT 43rd STREET • NEW YORK 36, N. Y.

COFFEE & TEA INDUSTRIES and The Flavor Field

target: weak coffee

Full-scale assault, to be triggered by Pan-American Coffee Bureau, held most constructive drive for coffee since debut of "break" program. Huge potential seen for green men, roasters, food stores.

A full-scale attack is being mounted against weak coffee in the United States, to bring American consumers back to a good, full-bodied, full-flavored cup of coffee.

On January 19th, in This Week magazine, the Pan-American Coffee Bureau will begin what it believes will be the most constructive advertising and promotion campaign it has undertaken since the inception of the coffee-break program a half dozen years ago.

The campaign holds an enormous potential for green coffee men, roasters and food stores, PACB figures show. That potential is outlined in the table accompanying this article.

Today's coffee brew is at 64 cups to the pound. If better brewing brings it to 46 cups, the 1949 average, it will mean an increase in green coffee volume of about 5,000,000 bags, in roasted coffee of 525,000,000 pounds, in grocery sales of \$550,000,000.

These increases can carry a lot of meaning to the green man, to the roaster, to the roaster's salesman and to the food store executive.

Observers also see in it a basic solution to the problem of surplus crops, of deep concern to the producer.

A single basic advertisement has been prepared. It will appear over and over again—from mid-January through May—in Life, The Saturday Evening Post and other top magazines.

In June, the campaign will shift to iced coffee, but even here the Bureau's advertising will feature good brewing and promote the concept of "really good" coffee.

The new advertisement shows, in color, what is obviously a perfect cup of coffee. With the picture is a recipe for making this perfect cup. The recipe is new. It was developed in cooperation with The Coffee Brewing Institute on the basis of research which made possible new and revolutionary yardsticks for measuring the quality of coffee beverage. The recipe gives directions for brewing with percolator, drip or vacuum. It calls, basically, for one standard coffee measure for each six-ounce cup, which is approximately two gallons of water for the pound of coffee.

The Pan-American Coffee Bureau's promotion of the coffee-break won a dramatic victory for the coffee industry. The coffee-break is now deeply imbedded in the American way of life. In the years since it began, coffee consumption as measured by cups per person per day has risen from an average of less than 2.4 cups to 2.82 cups, much of this because of increased consumption during the coffee-break hours of mid-morning and mid-afternoon. The program established a whole new occasion for coffee drinking and brought added sales and added profits to roasters, importers, food stores and restaurants.

The campaign, which begins this winter, offers the industry equal opportunities for success. It will introduce consumers—some of them perhaps for the first time—to a full-bodied and full-flavored cup of coffee, and in the process it will lift sales volume.

In 1949, housewives were brewing coffee to a formula of about 46 cups to the pound and today are brewing it

Better Coffee in the Home Means More Business for Coffee

	Green Coffee in Bags	Roasted Coffee in Pounds	Grocery Sales in Dollars	Increase
At 64 cups to the pound, coffee sales to U.S. Homes are	12,000,000	1,333,080,000	\$1,173,110,000	
At 55 cups to the pound, sales would be	13,900,000	1,544,455,000	1,359,120,000	plus 16%
At 50 cups to the pound, they would be	15,300,000	1,700,011,000	1,496,010,000	plus 28%
At 46 cups to the pound (the 1949 average) they would be	16,700,000	1,855,568,000	1,632,900,000	plus 39%

This is what the influence of better brewing will be on the coffee industry. The figures apply to the sale of regular roasted coffee for the home market only. The dollars are figured at average prices of 88¢, November, 1957.

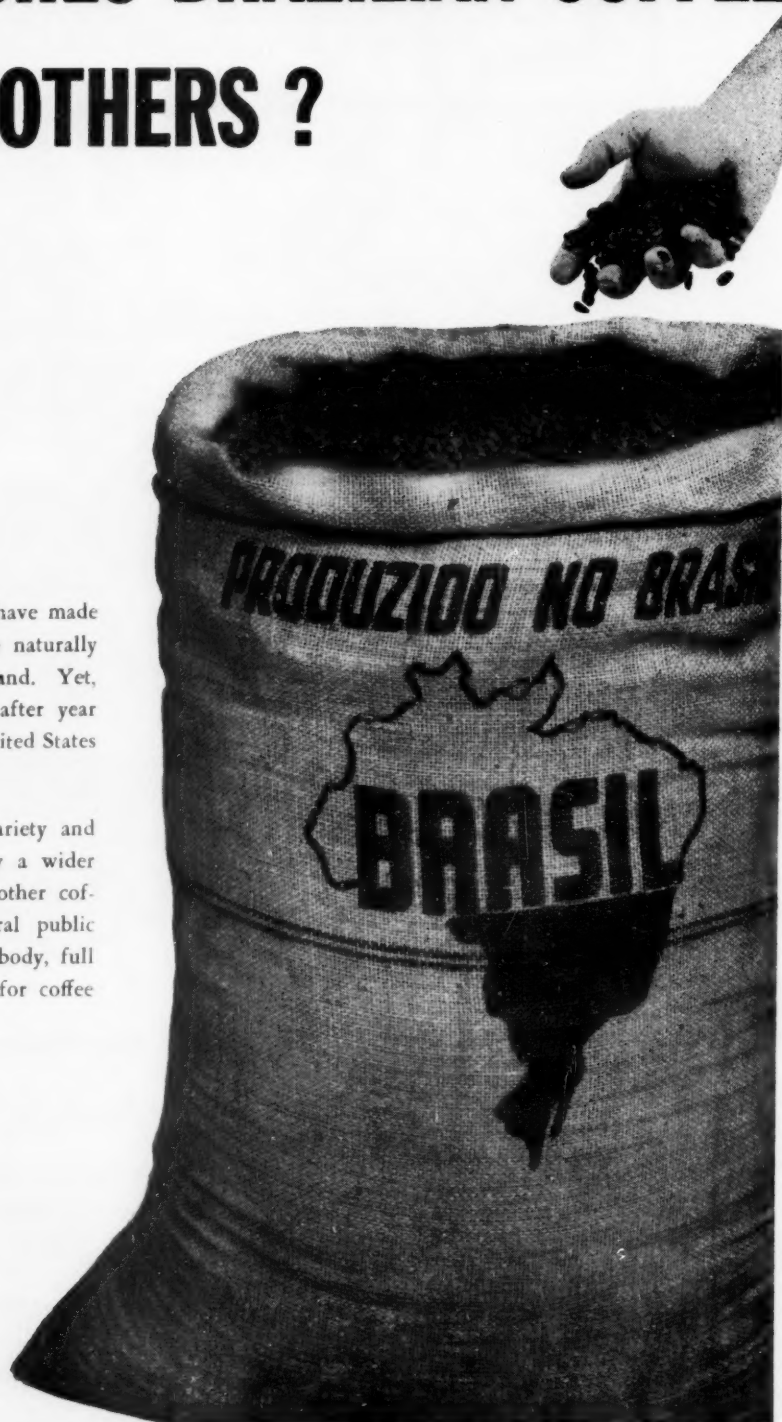
WHAT

DISTINGUISHES BRAZILIAN COFFEE FROM ALL OTHERS ?

**BRAZILS
ARE
PREFERRED**

The millions of U. S. citizens who have made coffee the nation's favorite beverage naturally do not all like the same blend or brand. Yet, one country, Brazil, continues year after year to export more of its coffee to the United States than any other country.

A basic reason is the unequalled variety and quality of the Brazils. They satisfy a wider range of consumer tastes than any other coffee. Coffee experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U. S. taste for coffee has been built on Brazils.





Best Wishes to the U. S. coffee trade
for a Happy Holiday Season

THE BRAZILIAN COFFEE INSTITUTE
DECEMBER, 1957

120 WALL STREET, NEW YORK 5, N. Y.

How advertising promotion will bring better brew message to 57,000,000 people

64 cups to the pound. If the earlier formula can be restored, retail outlets will be able to gross 39% more from their coffee sales annually, the industry will be able to roast that much more poundage and the green coffee men will be able to import proportionately more bags.

The new campaign is deceptively simple—one advertisement, consisting of a single illustration, and one recipe. Behind this program, however, were many months of market research, copy testing, and media analysis.

The meaning of stronger coffee

One of the continuing problems studied during the past several years by PACB has been a consistent and steady decline in the quality of coffee brewing in the home. Special studies to measure this decline have been undertaken by the Bureau on several occasions through the National Family Opinion, Inc., the most recent in early 1957.

The data obtained in this research have been discouraging. In 1949, as stated, the average cup served in United States homes was brewed to a formula of 46 cups to the pound. In the early 1950's this figure had risen to 52 cups to the pound. In 1955 it rose again, to 62 cups and in 1957 it rose still further, to 64 cups. This means a total decline in coffee used, in an eight year period, of almost 40%.

Before PACB decided on a better brewing campaign, its research staff undertook careful market research to discover whether this was the most promising avenue for increasing coffee sales. A number of alternatives were studied, including a program designed to increase the number of people who drink coffee and other programs aimed at persuading coffee drinkers to drink more cups per day. It was obvious that of all alternatives, promoting better and stronger coffee would be most productive in terms of increased coffee sales.

A factor which encouraged the Bureau to adopt a full-scale attack upon weak coffee was the Motivational Research Study in 1955. One of the main findings of this study was that PACB should help people "rediscover" coffee. One of the most effective ways of doing this, obviously, is to expose consumers to a better brewed cup of coffee than they have been in the habit of drinking.

It was felt by the Bureau, finally, that a campaign to encourage better coffee brewing in the home would be particularly effective with young housewives. The Family Opinion polls show that of all coffee served in U.S. homes, the weakest and the poorest is consistently the coffee prepared by young women. The obvious reason is that they have never been properly instructed in coffee making.

Copy testing helps produce the ad

From the beginning, PACB's advertising agency, Fuller & Smith & Ross, worked closely with the Bureau in its market research studies. When it was decided to go ahead with the present program, the agency was ready to begin preparing actual advertisements. Over a period of two or three months, it studied between 15 and 20 different

approaches. Three of these proved the most promising and were prepared for testing among typical consumers.

The "jury" chosen for pre-testing the Bureau's advertising consisted of 250 women and 150 men. They were shown the advertisements and their comments were carefully studied to discover which of the three was most effective in communicating the desired message. One advertisement was selected, but certain strong features of the others were incorporated in it on the basis of this research.

In developing the recipe for brewing coffee, the agency was guided by the research and technical facilities of The Coffee Brewing Institute. The recipe itself is the one worked out by the Institute over the past several years and taste-tested by thousands of women's club members and hotel and restaurant people. If carefully followed, the recipe will make coffee in any good appliance with consistently superior flavor, aroma and body.

One special feature of the recipe is the suggestion that if weaker coffee is desired, it should be brewed first to the standard recipe—and then diluted. This prevents the housewife from using too little coffee in the pot, and then over-cooking it in an attempt to obtain some flavor from it.

Media selection — for 57,000,000 people

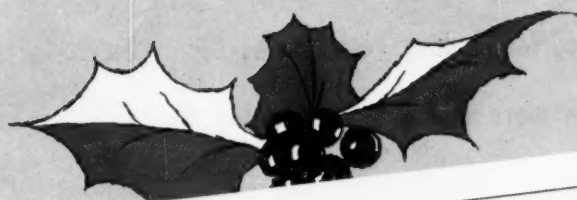
The media to be used in the Bureau's new campaign had to meet three tests—the most readers possible, a circulation in the approximate ratio of 60 women to 40 men, and finally, a circulation which tends to reach younger women, a key group in the brewing program.

The selection as approved by the Bureau comprises the top magazines and newspaper supplements of the United States. The list, each publication to be used on a one-time basis over the period from January through May includes American Home, Better Homes and Gardens, Ladies Home Journal, Life, McCall's, and the Saturday Evening Post, plus Sunday newspaper supplements on a two-insertion basis including This Week, Parade, and American Weekly, and independent supplements in St. Paul, Seattle and several other cities.

The circulation represented by these publications totals more than 57,000,000 unduplicated impressions, an average of nearly two for each U. S. family. With this impact, plus the additional influence of individual brand advertising and promotion, the Bureau believes the better brewing story can become a telling influence on coffee sales and build better brewing habits which will benefit the industry for years to come.

Obviously, the new program offers the roaster excellent opportunities for tie-ins and cooperative promotion. After a number of years when much coffee advertising has been "price" advertising, the need is for advertising which emphasizes the intrinsic merit of the coffee. None of the advantages of a good blend and good roasting can come through to the consumer unless the coffee is properly brewed.

Point of sales pieces tying-in with the new campaign are now being prepared for U. S. roasters. Trade advertising and wide consumer publicity is also underway to support the campaign.



MAXWELL HOUSE

A DIVISION OF GENERAL FOODS CORPORATION

extends to the Coffee and Allied Trades
at home and abroad

Season's Greetings and Hearty Good Wishes
for Progress and Prosperity in the New Year



this is the "better brew" tool

New coffee making recipe uses CBI research facts

to win more flavorful beverage in America's homes

The United States coffee industry is about to get the most potent tool yet developed to combat the watering-down of America's favorite beverage.

About 57,000,000 Americans will be reading in their weekly and monthly magazines this winter a new brewing recipe that insures "really good" coffee.

The recipe which the Pan-American Coffee Bureau is using is an out-growth of long years of research, extending back to the days of the old Coffee Brewing Committee of the National Coffee Association and continuing today in The Coffee Brewing Institute.

It provides for a formula of around two gallons of water to the pound and recommends brewing methods for drip, percolator, and vacuum, the three most commonly used coffeemakers in American homes.

The new directions are based on a scientific definition of what is—and what is not—an acceptable cup of coffee, although at the same time the recipe allows plenty of room for individual tastes and preferences.

The cup of coffee which will result from the recipe has been pre-tested thousands of times in brewing demonstrations given by The Coffee Brewing Institute before restaurant and hotel groups and before many national, state and local women's clubs.

The Coffee Brewing Institute's recent publication, "A Study of Coffee Solubles and Beverage Acceptance", gives the scientifically-minded reader a thorough explanation of why the recipe now being advertised, when carefully

followed, makes a universally approved beverage. The booklet, written by Dr. Ernest E. Lockhart, shows the proper relationship which must exist between the flavor components of coffee and flavor dilution.

If all the soluble components of a pound of coffee were to be extracted, Dr. Lockhart's paper explains, the solids in the resulting beverage would weigh in the neighborhood of five to five and one-half ounces. This extraction, however, gives a beverage far more acid and bitter than is acceptable. To obtain the most favorable characteristics of the coffee and avoid the unacceptable components, something less than complete extraction is necessary.

Many factors control the rate of extraction, and time is one of the most important. When a housewife uses the recommended formula and "percs" her coffee between four and six minutes, she will—other things being equal—extract soluble solids from her coffee at the rate of between 2.75 and 3.5 ounces to the pound. This is exactly the range established for institutional brewing by The Coffee Brewing Institute and the range which is preferred by most Americans.

Extraction below 2.75 ounces to the pound yields an insipid product and above 3.50 ounces, a bitter one.

Extraction determines the flavor, aroma and other characteristics which are in the coffee. Dilution determines the amount of water in the cup in relation to those soluble

(Continued on page 36)

The secret of REALLY GOOD COFFEE

Does your coffee have all the full, rich taste and wonderful aroma that it should? You can make excellent coffee, using your favorite brand. Start with a clean coffee maker, fresh coffee, fresh cold water. Use proper grind for your coffee maker. Measure and time carefully.

Per cup, one Standard Coffee Measure (2 measuring tbs.) to $\frac{3}{4}$ measuring cup (6 ozs.) of water. Time: Percolate gently no more than 8 mins. Vacuum, stir — hold in upper bowl no more than 3 mins. Drip — pour in boiling water — should go through coffee in 4-6 mins. Stir before serving.

Always use at least $\frac{3}{4}$ capacity of your coffee maker. Serve at once.

CAUTION: Brewing too long makes coffee bitter. If you want weaker coffee, dilute with water after brewing according to above recipe.

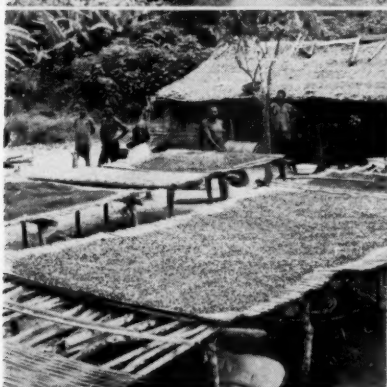
Once you learn the secret of good coffee, you'll find people saying, "Another cup, please!" After all, there is nothing as satisfying as a good cup of coffee!

NOTE: If you use "instant," vary the strength to suit your taste.

"FUN WITH COFFEE"—32 pages of coffee recipes and cooking hints—only 10¢.

PAN-AMERICAN COFFEE BUREAU, Box 33, Old Chelsea Sta., N. Y. 11, N. Y.

Here is the coffee brewing recipe behind which PACB is putting what may be the most "constructive" campaign for coffee since the "break" program. Note the suggestion, to those who like weaker coffee, on diluting with water AFTER brewing according to recipe.



ROBUSTA COFFEE

from

IVORY COAST

- Increasingly popular because of uniform blending quality.
- Quality assured through modern preparation.

CHAMBER OF COMMERCE

P.O. BOX 1399, ABIDJAN

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United States Representative
French Overseas Territories Division
Commercial Counselor to the French Embassy
610 Fifth Avenue, N. Y. 20, N. Y.
CI 5-7974

Top photo shows a view of the modern city of Abidjan, the main port of Ivory Coast. The second photo illustrates a typical coffee tree nursery in the interior. The third photo pictures the spraying of coffee trees with up-to-date equipment. On the lower left is shown a native type drying bed, although the more modern method of drying on concrete is widely used. The center picture illustrates one of the mobile hulling units in use in Ivory Coast. On the right is shown one of the new cleaning and warehousing plants in Abidjan.

motivating the coffee salesman

By JACK R. DURLAND, President
Cain's Coffee Co.

This hard-bitting article is from the talk by Mr. Durland at the recent one-day convention in New Orleans of the Southern Coffee Roasters Association.

In the last 30 days I have had a number of our customers and business acquaintances ask the question, "What's going to happen next year?"

You know, they have been asking that same question every year for the last seven years. Each year they want to know what it is going to be like next year. But nothing has ever happened—and nothing will happen—that the men in this industry can't solve.

It is true that there is a war in the marketplace, and it will get hotter and more virulent long before it slackens and settles. We elect a President of the United States every four years, but it is important for all of us to remember that every day is election day in the marketplace.

As president of our company I like to think I have something to do with setting the policy of the organization but, you know, I really have very little to do with it, because Mr. and Mrs. Consumer determine the policy of our company.

Next year, 1958, will be a year of opportunity for those who think clearly, move swiftly, and have no inclination to feel nostalgic about the past. Achievements in marketing are like trousers—they grow threadbare when you try to sit on them.

If what you did yesterday still looks good today, then you haven't done much today.

If you want to succeed in 1958, it won't be enough to be enthusiastic about your business—you are going to have to get excited about it.

I like to think of 1958 as being neither a seller's market nor a buyer's market, but rather as a salesmen's market. Management is the art of getting things done through people. But in addition to formulating policy, delegating duties and auditing the performance of your personnel, there is another part of management which I like to call motivation. How do we get things done through people?

There are no easy answers.

You can buy a man's time. You can buy a man's physical presence in a given place. But you cannot buy loyalty. You cannot buy devotion. You have to earn these things.

There is a phantom ballot going on all the time among

the people in your organization. They are voting constantly in their own minds, either for or against you. Favorable votes show up in cooperation and sales increases.

In 1958 your salesman is going to be more important to you than in any prior year, because as various industries become more competitive, quality and all of the other features of a product look more and more equal to the buyer. This means that even though your product is better, it is going to be tougher in 1958 to convince the buyer of that fact.

We see instances of this not only in the coffee business, but in many other industries. When you go to buy a new 1958 car, I am sure you will find that the Ford, Chevrolet and Plymouth will all be beautiful models and priced substantially the same, but don't forget that the buyer is still looking for that little bit of difference. He is looking for that little "plus factor" that will determine his choice.

Service is the "plus factor" that the salesman adds to what he sells. Your salesman takes your product and adds his personality to it. Selling is a promise and service is the delivery of that promise.

In my opinion, there are three requisites of any successful program of motivation:

1. Effective sales meetings
2. Adequate compensation
3. Maintaining an atmosphere in your company which induces a man to do his best at all times

I would like to discuss each of them briefly.

1. Sales Meeting

Last year there were over 29,000 sales meetings held in these United States, but many companies only held them quarterly, some semi-annually, or once a year.

Some companies hold sales meeting monthly, but I firmly believe that a salesman who attends a stimulating sales meeting once a week will do a better job for his company.

Every Saturday morning in Wichita, in Oklahoma City and in Tulsa we simultaneously conduct three sales meetings. We have a carefully planned agenda for each meeting. It is never conducted on a haphazard basis.

My wife has known for a long time never to plan anything for Friday evening, because I use that period of the week to polish up my remarks for one of the three meetings which I regularly attend as I rotate from one city to the next on successive Saturdays.

Here are some of the "musts" for a good sales meeting:

A. Start promptly and end promptly. We start our meetings at 10:00 a.m. and we end on the minute at 11:00 a.m. Every man can make any appointment he

(Continued on page 25)



Merry Christmas

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the lady is a taster

Cup testing coffee is a man's world — but not entirely.

Churchill's Mrs. Bowen is one of the few exceptions.

By MARTHA LUMMUS

Coffee tasting is almost universally a man's profession. We say "almost". There are exceptions. One of them is Mrs. Leslie Bowen, vice president and general manager of Churchill, Inc., Miami, coffee roasters in the institutional field.

Among Mrs. Bowen's official duties is cup testing. She spends much time daily at the cupping table, checking many a roast. Her official O.K. is needed before these roasts can be delivered to the many restaurants, hotels and motels in the Southeastern States supplied by Churchill. And Churchill is a coffee company which is very finicky, indeed, about coffee quality.

The company is owned by J. S. Garvett, who chose its name out of deep admiration for the great British statesmen, Winston Churchill.

In fact, an autographed picture of Sir Winston hangs in the office. When the former British Prime Minister visited South Florida some years ago, Churchill, Inc., supplied him with coffee and tea.

Cup testing is only one of Mrs. Bowen's jobs. In her capacity as vice president she is officially in charge of production. Here she has demonstrated a talent for handling personnel and running a smooth operation. Actually, there is no phase of roasting, grinding or packaging that Mrs. Bowen cannot take over and carry out at a moment's notice.

She is still kidded about the time an automatic weighing machine broke down and she made temporary repairs with a hairpin and screw driver!

She can bring a roast to its exact color with her expert eye, although since the introduction of electronic devices this is not the exacting requirement it once was. Mrs. Bowen prefers to roast all samples herself on a six cylinder sample roaster.

Brown-haired and vivacious, Mrs. Bowen's dark eyes dance with enthusiasm when she starts talking about her favorite subject—coffee.

She speaks of herself as a "misplaced Southerner". She was born "up North" in Erie, Pa., but even as a child she disliked cold weather. She moved to the South as soon as she could—nearly 17 years ago—and has never regretted her decision.

Mrs. Bowen didn't come to Churchill, Inc., to cup coffee. She started out in life as a pianist, studied music, taught for ten years at the Erie Conservatory of Music, and at the Pennsylvania College of Music at Meadville. She wound up owning 17 different studios in Pennsylvania and New York City, where she taught teachers the techniques of their trade.



Churchill's Mrs. Bowen in action at the testing table.

To escape snow, however, she moved to Miami. She had always liked its climate, even though she realized it wasn't conducive to concertizing. The decision made, she lost no time disposing of her studios and her belongings in Pennsylvania.

Cupping coffee was a career she got into quite by accident. She went to Churchill, Inc., with recommendations for her qualifications in the business realm. Invited one day to come to the cupping table to observe, company officials discovered her talents in this field, and right then and there she started a new career.

Perhaps, though, this feminine V.P. really was destined from the start to be a coffee taster. Back in Pennsylvania, at Grandma's house, she always refused store-bought bakers bread, and instead kept Grandma busy turning out the home-made variety. She didn't know then why she disliked store-bought bread, but realizes now that the crust sometimes tasted of grease which wasn't always as fresh as it could be, and was unpalatable, even then, to her sensitive taste.

Mrs. Bowen gets a pan sample of every roast pulled, since it must get her approval before being ground and packaged to go to the customers. She doesn't O.K. it until she has cupped it and checked it—for taste and for color.

Instead of a taste of life, Mrs. Bowen has a life of taste. From the time samples of coffee come to Churchill, Inc., there's tasting. There's tasting when the shipments arrive, for every chop is roasted and cupped before being labeled with its chop number, and there's more tasting

(Continued on page 34)

Merry Christmas
Happy New Year
to All
in the Coffee Industry

RUFFNER, McDOWELL & BURCH, INC.

NEW YORK: 98 Front Street

CHICAGO: 408 W. Grand Ave.

SAN FRANCISCO: 214 Front Street

NEW ORLEANS: 419 Gravier St.

Topco—and its “complete coffee program”

If until now you haven't been too aware of Topco Associates, Inc., one thing seems pretty sure. You'll be hearing a lot more about them.

Topco Associates is a private label operation—but with differences which are sure to make them an increasingly frequent topic for discussion among coffee men.

It's sure to happen as Topco's “complete coffee program” develops in new directions, now being explored.

Topco seems to be the only organization of its kind—an association of 27 independent supermarket chains located in key areas throughout the country. It buys, packages and distributes a wide line of private label grocery products—of which coffee is an extremely important segment. Tea is another of the products. Each of the regional chains holds exclusive Topco franchises in its area.

It's a big operation. The 27 chains do a business of more than a billion dollars annually. Gross sales of \$10,000,000 is considered the minimum size chain for Topco membership. Topco products account for about 10% of the average member's total sales.

Topco emphasizes the philosophy that its brands—Food Club, Elna, Dartmouth, Top Frost, Gaylord, etc.—must each be as good as, or better than, the nationally advertised brands it competes with.

Topco states it does not intend to replace national brands. “The idea is to supplement advertised brands with controlled brands, thus creating a wholesome balance,” Topco explains.

The organization feels it is broadening the traditional private label program of bag coffee—whole beans in the bag which the customer grinds in the store, in do-it-yourself mills, and re-bags to take home. Topco has gone into can coffee to produce coffee lines for various market levels.

In another respect, too, Topco feels it is different from most other private brand coffee distributors. Topco imports its own coffee.

One of the pivots for Topco's “complete coffee program” is market range—making a coffee available throughout the wide price spread. At this writing, it means giving the consumer coffee choices that run from 69¢ to \$1.09 a pound, depending on quality, package and brand.

Robert Risteen, Topco's coffee and tea products manager, compares Topco's “complete coffee program” to the merchandising by General Motors of a different automobile make for different market levels—from the Chevrolet up to the Cadillac.

Topco makes it a deliberate policy to space strong-selling coffees strategically throughout the market range.

George Doherty, Topco's assistant general manager, who is currently visiting Brazil and Colombia coffee producing areas, recently disclosed some of the organization's plans for putting coffees into specific market niches.

Robert W. Risteen joined Topco in July 1957, bringing a broad experience in marketing.

George Doherty, one of Topco's chief executives, has been deeply involved in Topco's coffee program since he

joined the organization in 1951. Topco's coffee department is directly responsible to him.

Currently, in instant coffee, Topco provides the Food Club brand on the peak national brand level, and Elna for the more economy-minded shoppers. In canned coffee, Food Club and Elna have a similar relationship. Bagged coffee is a Gaylord brand.

These are the coffees now being handled by Topco's member chains. In addition, Topco is contemplating another product, a gourmet coffee, for the very top of the market.

Early in 1958 Topco will initiate a full scale in-store promotion, built around point-of-purchase display materials, aimed at expanding Topco's share of the instant coffee market.

Mr. Doherty cited Elna, the Topco brand at the “low end” of the regular coffee market, as an example of the organization's obsession with quality. The efforts in this direction include coffee quality control activities by Topco's fully integrated food laboratory staff, he points out.

Mr. Doherty feels this “low end” Topco coffee provides flavor, along with the low price, and that blending technique is the reason.

He is somewhat specific about this blending technique, and his ideas are, at the least, provocative:

“Traditionally, low-price brands consist of cheap African Robusta made palatable by addition of Brazilian coffees. Elna, however, contains 30% Ethiopian coffee, which has sound flavor elements to offset the characteristic atypical or “non-coffee” flavor of the Robusta part of the blend. Brazilian coffees for the most part are neutral in flavor. Since Ethiopian blends cost no more than Brazilian, but offer greater flavor, Topco manages to keep price down while putting in flavor.”

Mr. Doherty adds, “Anyone can do this, but we seem to be the only ones who have bothered to.”

Elna retails at 69¢ to 79¢—stiffly competitive in its segment of the market.

For Food Club canned coffee, Mr. Doherty indicates the biggest concern is continued upgrading to endow the brand with advantages over the heavily advertised leaders



The five private label coffees Topco Associates is currently distributing to its 27-member independent supermarket chains.

These are the Topco chain store members

Humpty-Dumpty Division of ACF-Wrigley Stores, Inc.—Oklahoma City, Tulsa, and Muskogee, Oklahoma; and Dallas, Texas.

Rapp's Supermarket Division of ACF-Wrigley Stores Inc.—St. Louis, Mo.

Wrigley Division of ACF-Wrigley Stores, Inc.—Detroit, Lansing, Ann Arbor, Mich.

Alpha Beta Food Markets, Inc.—Los Angeles, Calif. American Community Stores Corp.—Omaha and Lincoln, Neb.; Des Moines and Sioux City, Ia.

Big Bear Stores Co.—Columbus, Springfield, Toledo and Zanesville, Ohio.

Brockton Public Market, Inc.—Brockton and New Bedford, Mass.; Portland, Me.

Percy A. Brown & Co., Inc.—Wilkes-Barre, Pa. Eagle-United, Inc.—Moline, Rock Island, Ill.; Davenport, Cedar Rapids, Waterloo, Iowa.

Frankford Grocery Co., Inc.—Philadelphia. Furr Food Stores, Inc.—Fort Worth, Amarillo, Tex.; Denver and Pueblo Colorado.

Furr's, Inc.—Lubbock, El Paso, Tex.; Albuquerque, New Mexico.

Giant Food Shopping Center, Inc.—Washington, D.C.; Baltimore, Md.

Hart's Food Stores, Inc.—Rochester, N. Y. Liberal Markets, Inc.—Dayton, Springfield and Cincinnati, Ohio.

Meijer's Super Markets, Inc.—Grand Rapids, Mich. Fred Meyer, Inc.—Portland, Ore.

Milgram Food Stores, Inc.—Kansas City, Mo. and Kansas.

Penn Fruit Co.—Philadelphia and Long Island, N.Y.; Baltimore, Md.; and Wilmington, Del.

Pick-N-Pay Super Markets, Inc.—Cleveland, Ohio. Plumb's Super Markets, Inc.—Muskegon, Mich.

Quaker City Wholesale Grocery Co., Inc.—Philadelphia.

Schultz Brothers Co., Inc.—Sheboygan, Racine and Kenosha, Wisc.

Star Market, Inc.—Boston, Mass.

Supreme Markets, Inc.—Dorchester and South Boston, Mass.

J. Weingarten, Inc.—Houston, Beaumont and Galveston, Tex.; Lake Charles and Shreveport, La.

Weiboldt Stores, Inc.—Chicago and Evanston, Ill.

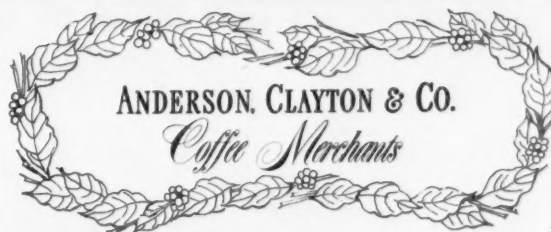
which, he says, generally consist of approximately equal proportions of Brazilian and Colombian coffees.

He reveals that his trip to these South American production sources is being made with a view to further upgrading of the Brazilian part of the Food Club blend, based on a firsthand knowledge he intends to gain by studying the various factors that affect the quality of coffee. Topco wants the Brazilian part of the Food Club blend to be exceptionally delicate and acid in flavor.

Last May, Mr. Doherty feels, Topco took an important step in upgrading Food Club by seeking out a superior blend for the Brazilian component. Some of the finest Brazilian coffees, he says, tend to become "lost" in mix-

(Continued on page 78)

DECEMBER, 1957



120 WALL STREET
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SAN FRANCISCO, CALIF.

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Happy New Year
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Here in an atmosphere of functional beauty, are the latest facilities for roasting, blending and packaging, to insure the very finest coffee and tea. These modern facilities, conveniently located for highway and rail transportation, plus the Eppens, Smith Company's 101 years of experience, assure you of the highest quality coffee and tea, the utmost in dependable service.

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"Mark my word"

By MARK HALL



A good word
for the man over 50

How that word "deadwood" makes a man of 50 gnash his bridgework. Nothing makes him madder.

There are always good men in a firm who, because they are poor politicians or have some slight eccentricity, like reticence, seem to be chained to their jobs with no chance to rise. They have found a niche and are stuck in it.

These men save a lot of money for their firm by reducing the turnover—but they turnover nothing for themselves. Behind their backs they are called the "old plugs".

In every firm's secret past there was always a boy wonder who had visions of a road to glory. His battle cry was, "Get rid of the deadwood!"

All right, the boss gives him a try. He sweeps out the "deadwood" and begins hiring new men. But it takes four recruits before one sticks. He then launches a new promotion plan that costs money, and the boss doesn't sleep nights.

He fights with the firm's old customers and makes news in other ways. The millennium of profits turns to red ink.

When the boss wakes up he fires the boy wonder. He begins all over the slow process of training "old plugs" for the vital jobs of his company.

The "old plugs" who were fired probably say, "It's the best thing that ever happened to me. I got a better job".

Chock Full O' Nuts drops Rockefeller name from coffee commercials

A month-old legal skirmish pitted John D. Rockefeller, Jr., and his sons against the Chock Full O' Nuts Corp., because the firm used the name "Rockefeller" to advertise its coffee in a singing commercial.

William Black, president of Chock Full O' Nuts, said that the line, "Better coffee Rockefeller's money can't buy", would be changed. The new line will be, "Better coffee a millionaire's money can't buy."

The controversial commercial is seen and heard daily many times on both television and radio. The jingle is sung by Jean Martin. The "Rockefeller" line will be replaced as soon as Miss Martin records the new version.

Mr. Black stated, "We still feel the 'Rockefeller' line is in perfectly good taste. We meant no harm to John D. Rockefeller, Jr., or his family, and we feel that our commercial has not hurt them. We only implied that the Rockefellers have a lot of money which they certainly cannot deny."

DECEMBER, 1957

Coffee

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- ★ INTEGRITY OF FLAVOR
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Ask a Bowen engineer to show you samples and discuss your product. His knowledge based on broad production experience can be applied to your problem. A conference does not obligate you in any way.

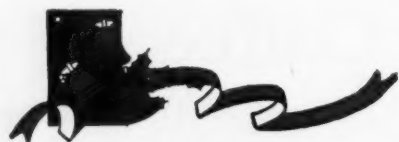
YOUR MOST PRACTICAL APPROACH TO SOLUBLE COFFEE PRODUCTION IS THRU YOUR BOWEN REPRESENTATIVE

Write for interesting booklet
"Bowen Story of Spray Drying"

BOWEN SPRAY DRYERS
Always Offer You More!

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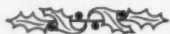


Merry Christmas

Happy New Year

ENRIGHT BROS.

To all our friends
A VERY MERRY CHRISTMAS
and
A SUCCESSFUL NEW YEAR



THE GREAT ATLANTIC & PACIFIC TEA CO.

Represented in

BRAZIL and COLOMBIA by the AMERICAN COFFEE CORP.

motivating the coffee salesman

(Continued from page 16)

desires with the assurance that at one minute after 11:00 he will be walking out of the room.

B. Give each salesman complete information on what he did during the prior week, saleswise, on all products. We want our salesmen to concentrate on sales week by week, and if it were possible, we would do it hour by hour. Frequently we dramatize our weekly quotas by telling a man just exactly how much he must sell each hour in order to make the quota for the week.

C. Let all of the men get into the act, but give them at least one week's notice as to what you expect.

D. Keep the men informed as to market conditions and know what each of your competitors is doing. Frequently what a competitor is doing two states away may be an indication that it will be done in your state next.

E. Make the sales meeting fun as well as informative, but don't forget that your men are there to be encouraged and inspired. Keep it on a high plane. Our men look forward to our sales meetings, and so do I.

F. Once a year, hold an annual sales meeting. Don't spare the horses. This past year we held our annual sales meeting in September with an absolute disregard for the expense involved. We wanted the finest room in Oklahoma City, the finest music, the finest food and the best of everything. Be sure and invite the wives to your annual sales meeting, and let them participate in the program. But once again, remember that you are there to sell coffee and that the program you offer must be informative and helpful to every man in the sales organization.

2. Compensation

Now we are getting down to the big "meat" of the entire motivation program. This is my favorite subject—**MONEY**. I realize that money isn't everything, but it sure runs a close second to whatever is first.

I want to be very frank with you when I say that I have yet to find any method of compensation that I would have the courage to say is the most successful. As important as the compensation plan is, even more important is getting across to the salesman the honest intentions of top management. I have seen some pretty poor plans work satisfactorily because the salesmen were convinced management was doing its best. The compensation plan must be sold to the salesman, but sold honestly. One place where you cannot give a salesman a snow job is in the compensation plan.

The purpose of any compensation plan is simple. It is to make the salesman give his best every day of his life. It must assure him of a fair and equitable return on the time he invests, which is the most important investment he can make.

The situation within every organization is different, and I certainly would not be presumptuous enough to try to outline any one plan, but over the years in our organization we have come to the conclusion that there are three things that we must achieve in our compensation plan.

(Continued on page 30)

The Pick of Our Good Wishes

to our friends in the coffee trade



**A Merry Christmas
and
A Happy New Year**

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NEW YORK



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BUNGE COFFEE INC.
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JABEZ BURNS & SONS, INC.
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Div. SOS Company
Cleanser Pads — Husky
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CONTINENTAL CAN COMPANY

CONTINENTAL COFFEE COMPANY
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Merry Christmas...Happy New Year

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*Coffee Importers
Brazil — Colombia*

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OLD DUTCH COFFEE CO., INC.

Packers of Old Dutch Coffee

80 Front Street New York, N. Y.

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Coffee Importers

300 Magazine Street New Orleans 12, La.

OULLIBER COFFEE COMPANY, INC.

Roasters

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*Serving the Trade from
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OWEN & STEPHENS

Coffee Brokers

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PNEUMATIC SCALE CORP., LTD.

Heat Seal Tea Bag Machines

65 Newport Ave. Quincy, Mass.



**In Detroit it's
King Coffee**

PORT WAREHOUSES, INC.

Stores for the Trade

41-47 Vestry Street New York 13, N. Y.

LO CURTO & FUNK, INC.

Custom House Brokers

21-24 State Street New York 4, N. Y.

PRADAT & DOUGLAS

Public Weighers and Gaugers

227 No. Peters Street New Orleans

MAXWELL HOUSE

DIVISION OF GENERAL FOODS CORP.
*Maxwell House Coffee, Instant Maxwell House,
Yuban Coffee, Sanka and Instant Sanka
Hoboken, New Jersey*

JOHN E. RAISCH CO.

*Weighers - Samplers - Inspectors
Agents at all Ports*

15 Moore Street New York 4, N. Y.

McCORMICK & CO., INC.

Teas, Spices and Extracts

Baltimore 2 Maryland

W. L. RICHESON & SONS, INC.

*Ocean Freight Brokers — Forwarding Agents
IMPORT EXPORT
Peace Building — 4th floor*

Carloading/Unloading — Weighing/Sampling
624 Gravier Street New Orleans, La.



HAPPY NEW YEAR TO ALL

DAVID ROSSMAN, INC.

Coffee

86 Beekman Street

New York, N. Y.

ROYAL CORONA COFFEE CO.

Division of Continental Coffee Co.

621 Western Avenue

Seattle 4, Wash.

SALADA-SHIRRIFF-HORSEY, INC.

*Successors to
SALADA TEA CO., INC.
Tea Packers*

Stuart & Berkeley Sts.

Boston 16, Mass.

SCHILLING

Division of

McCORMICK & CO., INC.

301 Second Street

San Francisco 7

E. H. SENNHAUSER

Spices — Seeds — Herbs

Paprika — Vanilla Beans — Kolanuts

10 Bridge Street

New York 4, N. Y.

JOHN SEXTON & CO.

Coffee Roasters — Spice Grinders

Chicago—Long Island City—Pittsburgh—Atlanta
Dallas—Philadelphia—Detroit—San Francisco

SPICE ISLANDS CO.

Spices, Herbs, Vinegars, Tea, Pepper Mills

100 E. Grand

South San Francisco, Calif.

STEWART, CARNAL & CO., LTD.

Coffee Importers

430 Gravier Street

New Orleans, La.

SWANSON BROTHERS, INC.

Coffee Importers

149 W. Kinzie Street

Chicago 10, Ill.

WALTER H. TANTZEN D/B/A WALTER F. POWERS

Weigher and Sampler

24 Stone Street

New York 4, N. Y.

New Orleans Office

620 Tchoupitoulas Street

New Orleans, La.

FELIX J. VACCARO

Coffee

425 Gravier Street

New Orleans, La.

DAVID WEINSTEIN

Coffee Brokers

Cup Selections a Specialty

136 Front Street

New York 5, N. Y.

WESP WEIGHING COMPANY

Weighers and Samplers

82 Beaver Street

New York 5, N. Y.

Boston — Los Angeles

WESSEL, DUVAL & CO., INC.

Coffee Importers

67 Broad Street

New York

WEST BEND

WEST BEND ALUMINUM CO.

*Automatic Percolators
Urns and Drip Coffee Makers*

West Bend

Wisconsin

WEST SIDE WAREHOUSES, INC.

Modern Tea Storage — Clean Rooms

416-424 Washington Street

New York 13, N. Y.

THE WOOLSON SPICE COMPANY

AND
JAS. H. FORBES TEA & COFFEE CORPORATION DIVISION
Coffees — Teas — Spices

St. Louis — Toledo — New York



**Best Wishes
for
Christmas
and the
New Year**

ARNOLD, DORR & CO., INC.

105 FRONT STREET

NEW YORK



**Seasons
Greetings
to All from**

S. A. SCHONBRUNN & CO., INC.
COFFEES AND TEAS

77-83 Water Street

New York, N. Y.

Jack Durland — coffeeman plus

Jack Raymond Durland, as this article on motivating salesmen makes clear, is one of the industry's brighter young men. He's packed a lot into his 41 years.

Consider this thumbnail sketch:

Jack Durland was born on September 21st, 1916, in Taylor, Texas. He received his LL.B. degree from the University of Oklahoma in 1941. From 1942 until 1946, Jack Durland was a special agent for the Federal Bureau of Investigation. He was then associated with Embry, Crowe, Tolbert, Boxley & Johnson, attorneys at law, until 1950, when he joined Cain's Coffee Company. He became president of Cain's before he was 40, which made him a member at the select Young Presidents Organization.

In addition to his title as president, Mr. Durland is a stockholder and a member of the board of directors of Cain's Coffee Co. He is also a member of the board of directors of the National Coffee Association, and is Chairman of NCA's Hotel and Restaurant Committee. Jack Durland is also a member of the American Bar Association, Oklahoma State Bar Association and the Oklahoma County Bar Association. He is a member of Phi Delta Phi, honorary legal fraternity, president of the Downtown Lions Club, and on the board of the Sales Executive Club. He is chairman of the Oklahoma City Chapter of the Former Special Agents of the FBI.

In addition, he is on the governing board of the Central Young Men's Christian Association and the Men's Dinner Club, and is a member of the Sirloin Club.

motivating the coffee salesman

(Continued from page 25)

These three points will work for you and your organization as well as for us:

A. *Keep the plan simple.* Any time a salesman thinks that his deal with the house involves too many complexities, or that there are provisions that keep him from getting what is coming to him, every last cent of it, he begins losing his confidence rapidly. Then his value to you vanishes. A good test is to see whether it is simple enough for every salesman to follow on his own from week to week or month to month and know just how much he is earning.

B. *Keep the reward near.* Make your offer near. Make this offer believable and your men will respond. Of course, men vary in their demands. Some men can't see beyond next week's earnings and others will work for a goal a year away, and a very small minority will work for a goal three to five years away. But most men do their best when they can practically feel the extra money in their hands. So keep your rewards near—and keep your reward believable.

C. *Make it liberal.* I think that the greatest fault of most compensation plans is simply the fact that they just are not big enough. Many of the variations of compensation plans authorized would work fairly well if they were large enough, and certainly no method should

SEASON'S GREETINGS

and Best Wishes for the New Year

LEON ISRAEL & BROS., INC.

NEW YORK
101 Front Street

SAN FRANCISCO
160 California St.

NEW ORLEANS
300 Magazine St.

LEON ISRAEL AGRICOLA E EXPORTADORA S/A (BRAZIL)
Coffee Planters & Exporters

SANTOS • RIO DE JANEIRO • PARANAGUA • ANGRA DOS REIS



Sincere

Holiday

Greetings

MARCELLINO MARTINS FILHO EXPORTADORA S.A.

formerly

MARCELLINO MARTINS FILHO & CIA.

Established 1920

Brazilian Coffee Exporters

Rio de Janeiro

I love everything that's old:
old friends, old times, old
manners, old books, old wine.

O. Goldsmith

Happy Christmas and New Year

Wm. Hosmer Bennett & Son
100 Front Street New York, N. Y.

Christmas Greetings

BEST WISHES FOR THE NEW YEAR

from

JUSTO F. FERNANDEZ

Finca "Las Animas"

Coffee Planter & Exporter

Grower of the highly appreciated
Top Quality Coffee



Juarez 35

Jalapa Ver. Mexico

Phone 22-47

ever be used to augment an inadequate basic plan of compensation. Our sales organization is paid on a higher basis than any competitor's, and we like it this way. In my opinion, that is the reason we are number one in the sale of all coffee products in the principal area where we operate.

In addition to liberal compensation which the salesman receives on a monthly basis, and in addition to a liberal bonus which the salesman receive at Christmas time, another form of compensation which we use effectively is the well known sales contest. There are some "don'ts" in connection with any sales contest, but the most important warning is this, *"Don't have the salesmen competing against each other, because this breeds jealousy and unpleasantness within the ranks of the sales organization"*. Instead, let the salesman compete against himself and his record of the past year. We have all heard of many variations of sales contests. I talked to a sales manager last week who has devised a new contest whereby the winner will receive an all expense two weeks paid vacation to Mexico City. The high-volume man wins the contest and gets to take the wife of the low volume man to Mexico City with him!

A must in connection with any sales contest is the necessity of bringing the wives into the picture. Don't forget that the salesman's wife can use the needle much more effectively than you can.

Although contests are important, it is well to remember that no contest, regardless of the nature of it, will be an effective substitute for an inadequate basic compensation plan. Be liberal with your salesmen, and your sales curve will move upward.

3. Company Atmosphere

This subject covers many facets of the company's operation. The single most important factor in your company is the employees in your business, and your contact with them is the most important thing to you. You can't delegate leadership. The secret of success is not magic. It only seems like it. People who think it is magic will never achieve it. The little things make the difference. If you will help your employees to make their dreams come true, they will help you to make your dreams come true. Sometimes we make more money than we should, and we forget all about the dreams of other people because we are concentrating too much on our own.

Psychologists will tell you that believing in his own difference is one of the ways man strengthens and satisfies his ego, his sense of individual worth. No ordinary person ever thinks of himself as merely another lump of humanity. The average man spends a minimum of 2,000 hours each year wrapped up in his work. That's a pretty big chunk of his life. Because so large a portion of his life is job-centered, it stands to reason that his ego has to be closely involved in his day-to-day business activity. We must make this man feel that he is an important part of the organization. We must give him a sense of belonging.

Management must, of course have the right attitude and, there are many things which can be done. For instance:

A. Our sales supervisors receive a new air-conditioned passenger car every two years.

B. The trucks in our fleet are modern and streamlined and the salesmen are proud to drive them.

C. We have a company chaplain who regularly attends our sales meetings and who is available for counseling on all personal problems.

D. We have a pension trust fund, and each year we take 10% of our net profits prior to taxes and invest it in a fund for all of our personnel, including our sales organization.

Aggressive promotion, too

E. We have an aggressive advertising and promotion program, which enables our salesmen to meet effectively our national competition. It isn't so important whether you have a 10¢-off deal on instant coffee or a 25¢-off deal. It isn't so important what kind of a premium you offer with one of your products. It really isn't nearly so important *what* you do as *how* you do it.

Not long ago Bud Wilkinson, of the University of Oklahoma, pointed out that there were many formations in football—the Split "T", the Straight "T", the Single Wing, etc. and that it is possible for a team to play well for many of these formations. Split "T" teams like Notre Dame and Oklahoma have been successful in winning championships, and so have Straight "T" teams like Georgia Tech, as well as Single Wing teams like Colorado. Bud pointed out that the merits of the various offensive formations are not nearly as vital as the execution of offensive fundamentals. The same is true with merchandis-

ing and promotion. The way you execute them is more important than what you do.

Each year we endeavor to come up with a fresh approach. I am a great admirer of any company which formulates a unique, different and effective advertising campaign.

Throughout your entire organization you must indoctrinate your men with the desire to be a winner. They must have the ambition to be "number one". Consequently, make no little plans. They have no magic to stir men's blood, and probably will not be realized. Make big plans. Aim high in hope and work, remembering that a noble plan, once formulated, will never die, but long after we are gone will be a living, breathing thing.

To be a champion . . .

I mentioned Bud Wilkinson. One of the questions which Bud is frequently asked is, "How do you continue to remain undefeated year after year?" His answer is an interesting one. No one will ever say anything to you which will mean more to your business success or to your own personal happiness than Bud's one sentence answer: *"IF YOU WANT TO BE A CHAMPION, YOU MUST BE WILLING TO PAY A BIGGER PRICE THAN YOUR OPPONENT WILL EVER PAY"*.

There is an old saying here in America that "opportunity only knocks once". This is wrong. Opportunity doesn't knock just once—it knocks every day. The only question is how much ingenuity will *you* show when you answer its knock?

Christmas Greetings

and

Best Wishes

for the

New Year

W. R. GRACE & CO.



Holiday Greetings

To one and all

**DE HOPE GOLDSCHMIDT
CORPORATION**

129 Front Street

New York 5, N. Y.

Season's Greetings
and
Best Wishes
for the
New Year



B. C. IRELAND, INC.

241 California Street
San Francisco

Solubles

Developments in instant coffee manufacturing, marketing

Preferential treatment for off-shore

solubles studied by NCA committee

Study of preferential treatment for off-shore soluble coffee, and its effect on the coffee industry, has been recommended by the Soluble Coffee Committee of the National Coffee Association.

The committee reported to the recent meeting of the NCA board of directors in New York City.

"The Committee's report said it recognized the deleterious effects on the U. S. industry resulting when soluble processors in producing countries receive or are permitted benefits of unfair preferential treatment by tax benefit, subsidy or other legislation; or when foreign producers are permitted to process raw products, the use of which is prohibited to members of the U.S. coffee industry," the NCA News Letter declared. "The report said the Committee also recognized that these deleterious effects are equally detrimental to producing countries because they would ultimately disrupt the world coffee industry.

"In view of these convictions, the Committee recommended to the Board that: (a) An informal exchange of thought be sought between responsible representatives of the U.S. coffee industry and of the producing countries to explore all phases of the problems, and (b) The objective of such discussions be directed toward the end that the producing countries establish a policy of taking all steps necessary to prevent uneven competition between their exported raw and soluble coffee."

Lipton markets new instant coffee in Sweden

Lipton's is introducing an instant coffee in Sweden, it has been reported by Advertising Age.

Ads are running in 60 daily newspapers and in seven business publications covering the grocery field.

The instant coffee business represents a new departure for Lipton's, Advertising Age said. It follows the rapid growth of the instant coffee market in many European markets.

Wholesalers in Sweden were originally contacted through a cardboard mailing piece containing a personal letter and a can of Lipton's instant coffee. The coffee is packaged according to European standards—in a round metal container.

Seven women have been employed to tour Swedish groceries and offer free drinks of the new coffee to customers.

Reklamproducenterna AB, Stockholm, is the agency.

Second soluble plant for El Salvador

El Salvador is planning the erection of a second soluble coffee plant, to be financed jointly by United States and Salvadoran capital and to cost between \$3,000,000 and \$3,500,000, according to **Foreign Commerce Weekly**.

prices, promotion and international agreements

By JOHN F. McKIERNAN, President
National Coffee Association

These comments are excerpts from the talk by Mr. McKiernan at the recent Conference on Latin American Development and U. S. Industry at the Harvard University School of Business, Boston, Mass.

All crops, and especially a delicate, tropical crop such as coffee, are subject to frost, drought, excessive rainfall and other vicissitudes of weather, as well as to plant diseases and blights. All these are natural causes, and the coffee farmer, like other farmers, does his best to minimize their damage.

But there are still other, man-made devices which, however well-intentioned, are sometimes explored as a means of stabilizing the industry. And it is the conviction of the United States coffee industry that this type of artificial control, which attempts to tamper with the law of supply and demand, can succeed only in postponing hardship for producer, processor and consumer alike.

The U. S. coffee industry, believing as it does that free trade is the ideal basis of commerce between free peoples, has officially opposed any plans for coffee which tend to destroy or control free enterprise.

Whenever the price of green coffee is reduced one cent per pound, it is a loss of \$1.32 per bag to the

producing nations. When you realize that Brazil's total exports of green coffee to the consuming countries of the world amounted to nearly 17,000,000 bags in 1956, you can understand that it means a considerable loss of revenue if and when the price goes down.

In the example just mentioned, a penny reduction in prices, if not recouped over 12 months, would mean a revenue loss of over \$22,000,000 to Brazil.

Many considerations enter into this subject of prices. Foremost among them is, as I have said, the basic law of supply and demand. In the realm of coffee, we appear to be approaching a period of increased production during the next few years. If production expands materially, prices may weaken and the loss will be blamed on overproduction. But, in our opinion, the world is not suffering from overproduction of coffee, but rather from underconsumption—or insufficient exploitation of both current and new markets for the beverage.

It would seem, then, that increased investments to merchandise coffee, not only in this country but in many other parts of the world, are among the best means of eliminating the peaks and valleys of volume and prices which harass the coffee industry and irritate the consumer. It is this conviction that has prompted us to urge upon coffee producers and processors alike an in-

Season's Greetings and Best Wishes

For a Happy and Successful New Year

LEON TAFFAE CO., INC.

COFFEE IMPORTERS

106 FRONT ST., NEW YORK 5, N. Y.

MEMBERS
GREEN COFFEE ASSOCIATION OF N.Y.
NATIONAL COFFEE ASSOCIATION OF U.S.A.
NEW YORK COFFEE & SUGAR EXCHANGE, INC.
CABLE ADDRESS: TAFBEL

GLORIA SUPERIOR®
TACHIRA MARACAIBO

SINCERE HOLIDAY GREETINGS



E. A. JOHNSON & CO.
166 California Street
SAN FRANCISCO

Season's Greetings

and

Best Wishes

for a

Happy New Year



F. W. Ehrhard & Co.
New York

tensified merchandising campaign to increase world consumption. We view such a program as the most economically-healthy means to bring stability to the coffee industry, here and in Brazil and the other producing nations.

We have maintained that an intensified merchandising campaign for coffee would be among the best means to correct the decline of the commodity as an earner of foreign exchange for Brazil. But there are other effective means, too.

Our recommended program to stimulate the evolution of a more stable coffee industry also includes closer cooperation and greater efforts by the United States and the producing nations in agronomical research and farm mechanization.

We have suggested greater exploitation of the higher yielding varieties of coffee trees wherever practical. We have campaigned for improved and enlarged crop reporting services in all coffee-producing areas. And we have proposed that the producing countries, in addition to merchandising their coffee in other areas of the world, make every effort to promote increased consumption of Latin America itself where, in many sectors, the consumption of the beverage is surprisingly low.

the "better brew" tool

(Continued from page 14)

solids. Here, and not in the bitterness of coffee, is the proper definition of what is coffee "strength".

If a cup of coffee contains much more than 1.35% of soluble solids, research people have found, most persons will consider the coffee strong. If it contains much less than 1.15%, almost everyone will agree it is weak.

Any number of combinations of extraction and dilution are possible in the brewing of coffee. Many observers believe that a large number of housewives who are now making coffee 60 to 70 cups to the pound are doing so not because they like watery coffee but because they are habitually overcooking their coffee. This gives them a bitterness in the cup which on the next occasion they try to overcome by using a smaller amount of coffee.

This is why the new recipe in the Pan-American Coffee Bureau's advertising cautions against brewing too long, and why it suggests that if a person wants weaker coffee, he should dilute it with water after brewing. The word "after" is underlined in the advertisements.

The new directions do not neglect other factors which contribute to a perfect cup of coffee. The recipe urges that the housewife start with a clean coffeemaker, fresh coffee, fresh cold water and proper grind for type of coffee maker used—and cautions that whatever coffee maker is used, it should be used to at least three-quarter capacity.

When a family follows the recipe presented in the new PACB advertisements and follows it carefully, it will be producing a coffee of the highest quality.

The affect of this better quality on consumption in the home may be startling. The individual cups served will contain more coffee, and even more important, there will also be more cups of coffee served.

The admonition that coffee is good business applies to the home as well as to the restaurant and hotel.

Chase & Sanborn goes national

with "natural aroma" instant

Chase & Sanborn's new instant coffee with the "old-fashioned coffee aroma" will be supported by one of the largest advertising and merchandising campaigns in the company's history.

First major company to offer nationally an instant with genuine coffee aroma, Chase & Sanborn will introduce its new product in the six-ounce and two-ounce jar sizes.

The new instant, the result of years of laboratory experimentation, will be promoted by large-space local newspaper ads every week in all major metropolitan and suburban newspapers across the country, full page ads in full color in *Life*, *Look* and *Saturday Evening Post*, as well as national and local radio and television spots, and Railway Express posters.

At point-of-sale, the product will be backed by colorful posters, display cards and shelf tuck-ins.

"You'll know this instant is excitingly different . . . the second you open the jar!" will be the theme of the advertising campaign. Copy will call attention to the "elusive natural coffee aroma so important to complete coffee enjoyment."

The familiar Chase & Sanborn label will include the phrase, "Now! Natural Coffee Aroma," set in red and black type against a yellow background.

Identify new organic acids in coffee

Several organic acids present in coffee, never before reported in scientific literature, have been isolated and identified in the Coffee Brewing Institute's latest publication, "Chemical Study of Coffee Flavor," by Robert L. Clements and F. E. Deatherage.

This recent study, which is a continuation of the work on organic acids in coffee by CBI, identifies propionic and butyric acids, and vanillin and acetoin.

Forty other components also separated are being identified.

An important feature of this work is the analysis of the material that can be taken out of the beverage with acid. Similar to the sediment frequently seen in the beverage, this material can cause cloudiness, and is responsible for scum coatings on coffee equipment.

It is nitrogenous and contains amino acids, which when heated will break down and affect coffee brew unfavorably.

Knowledge derived from these and subsequent reports will permit greater understanding of the changes that occur during coffee roasting, staling and holding of the beverage, CBI points out.

It is also expected to assist in the development of better flavor for instant coffee.

Single copies of the monograph can be obtained without cost from the Coffee Brewing Institute, Inc., 551 Fifth Avenue, New York 17, N. Y.





*A Merry Christmas
.. and a Happy New Year ..*

L. NEUGASS & CO., INC.

COFFEE IMPORTERS

135 FRONT STREET

NEW YORK 5

Moisture in green beans affects roast shrinkage, Burns Review points out

What happens to coffee before it reaches your plant may not appear, at first glance, to relate to shrinkage but actually does have a bearing on the in-plant weight loss. The important factor is moisture content; a secondary one is grading.

These questions are discussed in a recent issue of the Burns Review, published by Jabez Burns & Sons, Inc., New York City, for the coffee and tea industries.

Assuming a desired degree of roast, the residual moisture content after roasting is a relatively constant percentage. To achieve a given roast, it is necessary to lower the moisture content of the bean to a certain percentage before the desired development of flavor and other characteristics occur. The shrinkage which takes place in roasting varies largely with the difference in moisture content of green and roasted bean. Therefore, the moisture content of the green bean, in effect, dictates the shrinkage.

What, then, controls the moisture content of the green bean? There are several factors. First of all, moisture varies according to growth. For instance, coffees grown in relatively low humidity areas are apt to have lower moisture content. Secondly, the manner in which the coffee fruit is processed can have a bearing on moisture. Beans coming from fruit which is pulped, fermented,

washed and dried tend to have a higher moisture content than "natural coffees" which are first dried and then pulped.

Storage and warehousing in the port areas can have varied effects on coffee moisture. A coffee grown in a high-altitude, low-humidity area, often absorbs so much moisture upon arrival at the port that it bursts its bag. On the other hand, "old crop coffees" which have been warehoused for a number of months are usually drier than new crop.

Finally, variations in grading and cleanliness of coffees in the producing countries will show up in the shrinkage experienced in processing in this country. More foreign matter may have to be removed. More broken or small beans may be lost in processing.

The purpose in discussing "pre-plant" factors affecting shrinkage is to emphasize the point that none of us can assume a constant shrinkage for a certain roasted development, unless we also make constant the moisture and foreign matter content of the product at the time we start processing it. While the factors mentioned above partially cancel one another, there are measurable differences in the raw product which will invariably result in differences in shrinkage.

A final and important fact is the desire of most roasters to purchase and roast those coffees which, in their opinion, combine to produce the most appealing cup quality consistent with a competitive price. Consideration of moisture and impurity contents in the purchase of green coffee therefore takes a back seat to cup quality.

Season's Greetings

A. C. ISRAEL COMMODITY Co., Inc.

95 FRONT STREET

NEW YORK 5, N. Y.

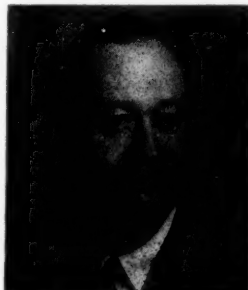
**J. L. Robinson new president
of Jabez Burns & Sons, Inc.**

J. L. Robinson has been named president of Jabez Burns & Sons, Inc., New York City, manufacturers of food processing equipment, the board of directors has announced.

Mr. Robinson has been vice president of Burns since 1944 and a director of the corporation since 1938. He joined Burns in 1930. His previous experience was with the Phelps Dodge Corp. and the McClintic-Marshall Co., structural engineers.

The immediate past president of the National Metal Trades Association, Mr. Robinson is also active in the affairs of the National Coffee Association. He holds an M.E. degree from Cornell and a New York State Professional Engineer's license (1942). He serves on the Board of Directors of several engineering firms.

A long-time resident of Plainfield, N.J., Mr. Robinson now lives in Summit, N. J.



**Instant coffee to be featured
in ad drive for glass containers**

The Glass Container Manufacturers Institute has announced that instant coffee in glass jars will be featured as part of a million dollar advertising and promotion campaign in 1958, emphasizing the advantages of glass packaging.

Since no brand names will be mentioned, packers and dealers will be able to tie into the campaign in behalf of the brands they sell, according to R. L. Cheney, GCMI executive director.

The schedule calls for full-page, full-color ads in *Good Housekeeping*, *Ladies' Home Journal*, *McCall's*, *Woman's Day* and *Family Circle*—which have a total readership of over 32,000,000.

Instant coffee will be featured in four March issues.

A heavy schedule of trade ads will appear in national food publications, and additional advertising will also run in an extensive list of national and regional labor papers. GCMI plans to provide merchandising material for packers and dealers, suggesting how they may use the GCMI campaign to promote their own brands.

**Monarch introduces new six-ounce
instant with 25¢-off promotion**

Monarch Foods, River Grove, Ill., canners and processors, is introducing its new six-ounce Monarch Instant Coffee with a completely redesigned label plus a special 25¢-off deal for consumers.

Backing Monarch's introductory offer is colorful point-of-sale material consisting of a three-color blow-up of the Monarch Instant Coffee jar, plus a "velva-glo" stack card and shelf talker.

DECEMBER, 1957



Merry Christmas
BALZAC BROS. & COMPANY, INC.
Coffee Importers
96 Wall Street, New York

**Season's
Greetings**

TO ALL OUR
COFFEE FRIENDS



FELIX J. VACCARO
& Co.

425 Gravier St., New Orleans, La.

Marketing

advertising . . . merchandising . . . promotion



This full-color card is boosting Manning's Coffee in 1,500 vehicles throughout the West. "Mr. Hottle" personalizes the basic sales message, which applies both to the Manning's Coffee featured in the firm's 35 restaurants in 15 Western cities, and also to the packaged product. Manning's Coffee, in a royal blue can, is distributed in the Far West and Hawaii.

Martinson's uses outdoor spectaculars at key traffic centers to boost Jomar

Martinson's Coffee Inc. is ringing metropolitan New York with outdoor spectaculars, placed to cover the principal transportation facilities leading in and out of the city, it was reported by Advertising Age last month.

The campaign, which promotes Jomar Instant Coffee, will run for three years.

So far the giant boards have been located on the Long Island Railroad, the Major Deegan Parkway and the Holland Tunnel entrance (facing traffic from both the Pulaski Skyway and the New Jersey Turnpike).

Other boards are being constructed, or negotiated for, on the New Jersey side of the George Washington Bridge; the West Side Highway at the Lincoln Tunnel; Hutchinson River Parkway and Queens Boulevard.

Total expenditures presently run about \$2,600 a month, but are expected to rise to around \$5,500 a month when full saturation is reached.

Displayed on all the boards is the little Jomar character—dressed up either as a railroad conductor or a bus driver—displaying a giant (and highly accurate) electric clock.

He warns commuters not to miss the bus or tells them it's "time to switch to real coffee flavor" with Jomar.

The company believes that hurrying, time-conscious commuters will form a habit of checking the time at the Jomar signs.

The campaign had its beginning last June when the company contracted boards on the Long Island Railroad and the Major Deegan Parkway. The success of these two spectaculars led to a search for similar locations facing other key transportation lines.

Locations are selected after hours of personal research by a five man team made up of Joseph Martinson, board chairman; Jerome Neuman, president; Ed Down, sales vp; David North, ad director; and Robert Jay Misch, account supervisor at Al Paul Lefton Co.



Season's Greetings

SCHAEFER KLAUSSMANN CO., INC.

NEW YORK

NEW ORLEANS

Each covers the areas separately—by train, bus or car—to decide where the boards should be placed. They meet and vote on the available locations.

Chicago's economy linked to coffee.

Lindsay tells city's importers

Chicago will have no trouble increasing its already substantial sales to Latin America if Latin America in its turn can increase its exports of coffee and other farm products and raw materials, Charles G. Lindsay, manager of the Pan-American Coffee Bureau, told an audience of Chicago businessmen.

Speaking to the Chicago Importers Association, Mr. Lindsay said that currently the metropolitan Chicago area is selling \$150,000,000 worth of steel, machinery, and other goods every year to the 15 coffee-growing countries of Latin America. These sales make possible the employment of nearly 20,000 persons in Northern Illinois and Northwest Indiana, with a combined paycheck annually of \$100,000,000.

"As every U. S. businessman knows," Mr. Lindsay told his audience last night, "our foreign trade has increased dramatically in the last 20 years and is still growing. In 1936 our total exports to the world amounted to less than \$3 billion; as of last year, this had increased to \$16.5 billion. Today, our trade with the 14 coffee-growing countries alone is equal to our entire trade with the world a generation ago.

"Foreign trade is contributing a great deal at the present time to U. S. prosperity and employment," Mr. Lindsay said. "There is a ready demand for virtually everything this country grows or manufactures in foreign countries and particularly in Latin America. The ability of these countries to buy from the U.S., however, depends first and foremost on their ability to find a dependable market right here in this country for their coffee and other exports.

"Coffee is far and away the most important agricultural crop of Latin America, and accounts for some 40% of all exports from the 14 growing countries to the United States.

"One of the problems interfering with greater coffee consumption in this country is the recently-acquired habit here in the United States of serving and drinking weak and watery coffee.

"Although the U. S. population has been increasing and although the number of cups drunk each year has also been increasing, overall per capita consumption of coffee, measured in pounds per person per year, is down. This is because people are watering down their coffee from the rich full-flavored brew they made in 1949, when one pound made about 46 cups, to the weak beverage of today which is made at the astonishing rate of 64 cups to the pound.

"This is why Latin America is now earning fewer dollars from its principal export and why this area of the world is thus failing to keep pace with its fullest potential as a buyer of U. S. products."

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Producers continue moves to implement export agreement

Producing countries which signed the Mexico City pact on coffee marketing continued moves last month to implement the agreement.

Manuel Mejía, general manager of the National Federation of Coffee Growers of Colombia, took additional action to ensure exact observance by Colombian exporters of both the letter and the spirit of the Mexico City Agreement.

He announced that the Federation had issued a new resolution limiting export sales for the balance of the year.

Noting that sales of Colombian coffee for export have become disproportionate to the quota provisions of the Mexico Agreement, and that it is beneficial to the national economy to spread exports over the period covered by the Agreement, the resolution stipulates that exporters allocated quotas for the period November through March may export only 40% of such quotas during November and December.

A high proportion of this November-December percentage has already been sold. Furthermore, it is understood that the Federation's own individual quota as an exporter is included in the 40%, a quota which will be used sparingly if at all, it was stated.

Mr. Mejía added that regulations will be issued in due course for the allocation of the balance of the quota during the first three months of 1958. This means that it will be risky for Colombian exporters to sell coffee for January and subsequent months until the regulations covering those months are announced.

Storage and financing facilities in El Salvador are entirely adequate to accommodate all foreseeable requirements arising under the Mexico City Agreement, Tomas Regalado, of El Salvador announced in New York City. Mr. Regalado represents Costa Rica, Guatemala, Mexico, Nicaragua and his own country on the Executive Committee of the Agreement.

"There is storage space available in El Salvador for at least 300,000 bags of green coffee without disturbing arrangements for other commodities," Mr. Regalado stated. "This is well above the amount that may be needed under the terms of the Agreement.

"With respect to finance," he added, "the government of El Salvador has already made available the equivalent of \$6,000,000, and if necessary, this amount will be increased. Adequate financial resources are also available through the Compania Salvadorena de Cafe, S. A., which is administering El Salvador's part in the program."

Steps taken by El Salvador call for the creation of a permanent National Coffee Department which will supervise the new coffee program. The plan will be administered by the Compania Salvadorena de Cafe, S. A., and will be financed by a loan from the Central Bank in an amount equivalent to \$6,000,000.

Directors of El Salvador's new National Coffee Department will be the Ministers of Agriculture and Economics, and the presidents of the Central Bank, Compania Salvadorena de Cafe, S. A., and the Coffee Growers Associ-



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Hard-hitting program set for coffee convention

A hard-hitting business program is being whipped into final shape for the 46th annual convention of the National Coffee Association.

The convention takes place January 13th-16th at the Boca Raton Club, Boca Raton, Fla.

Speakers will cover key aspects of coffee, from international policies affecting the raw commodity to trends in the markets for the roasted products.

Among the speakers will be Roy R. Rubottom, Assistant Secretary of State for Inter-American Affairs; Paul S. Willis, president of the Grocery Manufacturers of America Inc.; and Ralph Hilaire, president of the National Restaurant Association.

Convention reservations are running well ahead of last year, NCA reports.

ation of El Salvador, and a coffee grower not engaged in exporting coffee.

Under the new law the Department will purchase 10% of all coffee presented for export, the coffee to be of the same quality and grade as those shipped out of the country. Inferior coffees will not be purchased by the Department.

By law, all coffee purchased by the National Coffee Department will be in *pergamino* and will be stored in warehouses selected by the Department's Manager. All warehouses of the Government, including military warehouses, will be at the manager's disposal.

The executive powers of the government will be available to enforce the new regulation, and appropriate penalties have been provided, such as revoking the license of any exporter who fails to conform with the law.

The President of the National Agricultural Union of Coffee Growers has declared that Mexico's part in the agreement is faithfully being complied with through a proclamation issued by the Secretary of Finance of Mexico on October 31st.

This proclamation requires all inland and port custom houses to forbid any export of coffee unless the exporter deposits in the Almacenes Nacionales de Deposito, S.A. (National Warehouses) the equivalent of 10% of his shipment, of the same quality as the coffee exported.

As a result of this proclamation, all coffee exports from Mexico since November 1st have been in accordance with the International Coffee Agreement.

The effect of this agreement has been favorable both to the coffee growers as well as to coffee consumers, producers say. The market has been more active, price levels have recovered, and there has been a general stabilization in the coffee market. This is in accordance with the objectives of the Agreement.

Mexico's new regulations for exporting coffee under the agreement are implemented by the requirement that certificates of the deposits made by the exporters must be turned over to the Banco Nacional de Comercio Exterior, S. A. The Bank will keep the certificates in custody as long as the agreement is in force, thus preventing any unauthorized exports.

To protect the coffee grower and the exporter, the National Agricultural Union of Coffee Growers has made avail-

DECEMBER, 1957



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able warehouse facilities throughout the coffee producing regions within easy reach of the growers. In this way, coffee can be set aside quickly, thus preventing any delays which could be harmful not only to the exporter himself but to the coffee industry in general.

A special coordinating committee has been established by the National Agricultural Union of Coffee Growers, consisting of Justo F. Fernandez, president; Juan C. Luttmann, vice president; Armando Figueroa, secretary; Mario Garcia Trevino, treasurer; and Maclovio Pina Morales, secretary-general.

Other members are: Alberto J. Gundersen, Harold Edelman, Salvador Audelo Jijon, Fausto Gonzalez, Reginaldo Falcon and Pablo Hoffmann.

Among the tasks assigned this committee is that of fixing a quota of exports for each Mexican exporter for the period from November 1st, 1957 to March 31st, 1958, in order to comply strictly with the fixed quota for Mexico.

The Mexican quota is 502,078 bags of 70 kilos each.

A decree has been ratified in Guatemala limiting exports from November, 1957 to March, 1958 to 683,179 quintals (about 524,000 60-kilo bags), Guatemala's quota under the Mexico City Agreement.

Costa Rica, in order to comply with the terms of the Mexico City Agreement, has decreed a quota for export during this period of 40% of the exportable crop.

Coffee exporters in Haiti have decided to appoint a committee charged with studying the possibility of this country's joining the Mexico City Agreement.

The decision followed a visit by Arturo Morales, director of the Federacion Cafetalera de America (FEDECAME).

For the Latin American countries producing mild coffees—which includes all such coffee-producing countries except Brazil—the over-all quota for the period November 1st, 1957, through March 31st, 1958, is 4,372,240 bags of 60 kilos, or approximately 80% of the average quantities exported during the same period of the two preceding years.

Brazil, under the agreement, undertakes to set aside 20 per cent of its exports.

Coffee production in Viet-Nam

Except for 56 tons exported to Cambodia in 1955, no exports of coffee have been made from Viet-Nam since 1940.

In fact, Viet-Nam has imported coffee.

With coffee production growing more rapidly than consumption in Viet-Nam, the domestic supply and demand are believed to be roughly in balance, and a need to export coffee is anticipated by the growers, beginning with 1958.

The planters are, therefore, perturbed about continuing arrivals which compete with the domestic product.

The Vietnamese Federation of Christian Workers, which includes coffee plantation workers in its membership, has actually demanded a ban on imports. The question of limiting by degree the further expansion of coffee plantations has also been raised.

Coffee culture in the Plateaux region of Viet-Nam dates back about 30 years—even longer if account is taken of early attempts by missionaries in Pleiku and Kentum.

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Coffee growers in Africa favor International Coffee Organization, Uribe says

A representative of the Latin American coffee producing countries reported last month "understanding" and a "wish to cooperate" in an International Coffee Organization on the part of coffee growers across the Atlantic.

Andres Uribe representative of Colombia on the Coordinating Committee of the International Coffee Organization, Washington, D. C., delivered copies of the final draft on the basic agreement for an International Coffee Organization to the four European governments which handle the international relations of the principal coffee-producing territories of Africa.

In addition to delivering the draft, Mr. Uribe discussed the functions of the proposed organization with government officials and representatives of the coffee industry in each country he visited.

Mr. Uribe flew to Lisbon, London, Brussels and Paris.

"Coffee growers on the other side of the Atlantic show a perfect understanding of the international problem and a sincere wish to cooperate with those of our hemisphere in a single organization to promote greater coffee consumption on a world-wide scale," he said.

"I am confident that the African producing countries will be represented at the Rio de Janeiro meeting in January."

The agreement to establish the International Coffee Organization will be presented for approval to the Rio de Janeiro meeting. The basic function of the ICO will be to promote increased coffee consumption in all parts of the world.

Turks ask U. S. aid to buy coffee

Turkey's new government will ask the United States for financial aid for many things, with coffee at the top of the list, according to a dispatch to the Chicago Daily News.

Coffee is just one thing the Turks need and must buy abroad. Others are industrial machinery, textile dyes, auto parts and gasoline.

But coffee leads all. In Southern Turkey, Republicans pelted gravel and mud on the cars of Democratic politicians shouting "What about our coffee?"

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Folger opens fifth plant in Los Angeles; coffee processing highly automated

With a long roster of dignitaries, headed by Lieutenant Governor Powers, J. A. Folger & Co., last month dedicated a new \$2,000,000 processing plant in Los Angeles.

President J. A. Folger, grandson of the founder, said the plant, occupying 135,000 square feet, is equipped to produce 36,000,000 lbs. of vacuum packed coffee annually.

It is located at 17600 South Santa Fe Avenue.

At a press interview in the Ambassador Hotel preceding the ceremony, Mr. Folger pointed out coffee's major role in the Western Hemisphere's economy as the United States' largest single import and Latin America's biggest export.

Other Folger officials at the ceremony included first vice president Peter Folger, brother of the president; vice presidents James A. De Armond and J. L. Moore; J. W. Craig, secretary; William Budge, executive assistant; Floyd Williams, Southern California district sales manager; Victor Cerletti, plant manager; and Ray Parks, assistant district sales manager.

Others invited to the dedication ceremony included Charles E. Ducommun, president of the Los Angeles Chamber of Commerce; Catherine M. Welsh, California Home Economics Association president-elect; Arthur Becker, California Retail Grocers Association president; Blayne Hutchison, Western States Chain Grocers Association president; Campbell Stewart, Pacific Merchantile

Association president; and W. H. Crawford, National Association of Retail Grocers president.

Consuls of coffee-producing Latin American nations were among guests of honor at dedication ceremonies.

Mexico coffees to be graded by most modern methods, to give beans proper market niche

Mexican coffees are to be graded by the most modern methods, starting with the 1957-58 crop, as methods used up to now are dated and do not fairly rate the bean of this country on world markets, it is reported by Douglas Grahame, Mexico City correspondent of COFFEE & TEA INDUSTRIES.

The decision was announced at an emergency meeting of the National Agricultural Union of Coffeemen, called to set the plan before planters and exporters.

Mexican coffee will be better placed in world commerce, thanks to the new grading system, the Union said.

All coffee organizations in Mexico and abroad are being advised of the adoption of this grading system, it was announced.

The meeting was attended by Miguel Angel Cordera, Jr., president of the National Coffee Commission.

The commission is urging that coffee planters have more and better coffee classifiers. The Commission asserted that Mexican planters are still backward in the matter of classifiers, and it must be their aim to have more so as to get better demand than ever for their product abroad.

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**Aroma and beverage stability in determining
coffee character discussed by CBI committee**

Aroma and beverage stability and the part each plays in determining the character of the commodity and the beverage were the principal topics of discussion at a meeting of the Technical Advisory Committee of the Coffee Brewing Institute, held at the Chemists' Club in New York City.

In explaining the methods and equipment used in measuring the aromatic properties of coffee, John Rhoades, analytical chemist for the Southwest Research Institute, San Antonio, Texas, gave a detailed account of the technique employed in analyzing coffee aroma.

Through these studies, sponsored by the Coffee Brewing Institute, it has been possible to pick up aroma differences between blends, to detect slight loss of aroma through packaging materials, to trace the progress of aroma formation during the roasting process, to measure aroma loss after a coffee packed in a vacuum can is opened, and to establish the differences of aroma content in instant coffees.

Results of this study will form the basis for a paper which is to be published early next year and released later in monograph form by CBI.

In reviewing the findings of his study on beverage stability, Dr. Stanley Segall, recipient of the first fellowship offered by the Coffee Brewing Institute, and now research director for Kwik Kafe Coffee Processors of America, Inc., Hatsboro, Pa., declared that a holding temperature of about 190 degrees Fahrenheit during the first hour has been found satisfactory in maintaining the essential taste characteristics expected in an acceptable brew.

During his study, Dr. Segall was able to measure the loss of specific chemical components important to flavor, at different holding temperatures, and correlate them by means of a taste panel, with decreasing acceptability.

On the basis of this work he was also able to conclude that if it were necessary to hold beverage coffee for periods exceeding one hour, more satisfactory results might be obtained by use of lower temperatures.

He qualified this opinion, however, with the observation that for complete satisfaction the brew should be served as soon after preparation as possible, pointing out that deterioration begins immediately after preparation of the beverage is completed.

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**McKiernan decorated by Brazil
with Order of Southern Cross**

John F. McKiernan, president of the National Coffee Association, has been made an officer of the Order of the Southern Cross by Brazilian Ambassador Amaral Peixoto for "furthering the mutual economic interests of the United States and Brazil for promoting friendly relations between the two countries."

The award was conferred at a reception at the Brazilian Embassy, Washington, D.C., attended by representatives of the diplomatic corps and the United States government and leaders in the fields of business and industry.

Mr. McKiernan has served on several U.S. economic missions concerning Brazil, and has been intimately acquainted with that nation since 1930 when he served in executive positions for the J. Walter Thompson Co. in Sao Paulo and Rio de Janeiro.

He is considered a good friend of Brazil, even though he has differed with various Brazilian economic policies from time to time as they affect coffee exports to the U.S.

Mr. McKiernan is a member of the Pan American Society, a director of the Brazilian-American Chamber of Commerce and a member of the National Defense Executive Reserve. He is a Captain in the United States Naval Reserve.

During the Korean conflict he served as regional director of the U.S. Department of Commerce for New York, New Jersey, Puerto Rico and the Virgin Islands, and concurrently as director of the National Production Administration for the same area.

Coffee intangibles

The intangibles are the coffees for shipment way ahead, mostly those on which otherwise so far only the bees have been busy. This looks attractive, but the features become less distinct as the distance increases. The indigestibles comprise those coffees which find themselves in places where they have no business to be and have to be sent somewhere else. They also cover the odd lot, the very odd lot, which Jim bought last Christmas when the Boss was away (or which the Boss bought when Jim was away) and which everyone has been looking at in acute embarrassment ever since hoping for a fire in the warehouse. The misfits are coffees which are just a little "different." They include all the little crops from out-of-the-way places which happen when others don't, or those that are early or late; also the friend in Greenland or the Falkland Isles whom a former partner met in Paris in 1910 and who has ever since been buying annually "ten sacks full of unroasted Brazilian berries." (This business has to be watched particularly carefully, because idle speculation upon what they do with those 10 sacks can take up hours.) Then there are the O & S, which is short for "odds and ends." These embrace the arbitrations, claims and loose ends that remain to be tidied up after the season's work. This is the only type of business which we never go after but invariably get. It is always somebody else's fault and it is always we who pay.

—From the Newsletter issued by Edm. Schultze & Co., Ltd., London.

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Dear Sir

Walter L. Hardy
Director of Engineering
Foster D. Snell, Inc.
New York City
Dear Sir:

Enjoyed reading your article on "Manufacturing Soluble Coffee" which appeared in the October, 1957, issue of COFFEE & TEA INDUSTRIES. I would appreciate two reprints of your article, when you have them available.

On Page 12, you mention a new extraction process utilizing a continuous mechanical extractor. Please advise who builds this mechanical extractor. This, from your description, sounds very much like the Kenny Extractor.

On Page 16 of your article, you state that coffee fast frozen with liquid nitrogen and ground will retain its fresh aroma indefinitely. Are you talking about freshly roasted coffee or about the green beans? Do you immerse the freshly roasted coffee in liquid nitrogen and then grind it? Where do you get this information? Do you have any published article as reference for this?

Any assistance you may be able to give us will be highly appreciated.

Dr. F. R. Greenbaum

Research Chemist
Kwik Kafe Coffee Processors of America, Inc.
Hatboro, Pa.

Dr. F. R. Greenbaum
Kwik Kafe Coffee Processors of America, Inc.
Hatboro, Pa.
Dear Sir:

Thank you for your kind comments on the article on "Manufacturing Soluble Coffee," which appeared in the October, 1957, issue of COFFEE & TEA INDUSTRIES. Reprints of the article are being prepared and will be forwarded as soon as they are available.

With reference to your questions: (1) The continuous mechanical extractor mentioned on Page 12 is the Vulcan-Kennedy Extractor manufactured by the Vulcan Engineering Company, Cincinnati, Ohio. (2) In the case of the reference to freezing coffee with liquid nitrogen, we were referring to freezing the freshly roasted product in bean form. The freshly roasted coffee can be immersed in the liquid nitrogen and is subsequently ground just prior to use. Unfortunately I can give you no references on the source of this information. As I recall, there was a patent on the subject. We are doing some work along these lines in our own laboratory which was the principal basis for the statement which was made.

Walter L. Hardy

Foster D. Snell, Inc.
New York City

India's coffee acreage expands

India's coffee acreage has increased 30.8% since 1935-36 and 13.5% since 1946-47.

The yearly increase of coffee acreage in India is usually about 2% over that of the previous year.

DECEMBER, 1957

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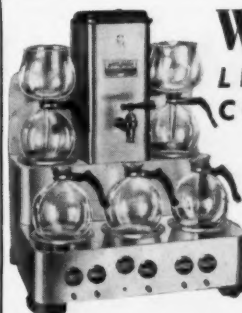
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Coffee vending

Booklet on fresh-brew coffee

units published by King Coffee

"What's New in Fresh-Brew," a reference booklet containing the latest design data on coin-operated vending machines dispensing freshly brewed coffee, has been published by King Coffee, Inc., Detroit.

The booklet is available in limited supply to industry executives and industrial caterers in Michigan, Ohio and Indiana. King Coffee is a Detroit coffee roaster serving restaurants, institutions, industry and industrial caterers in the three-state area.

The purpose of the catalog, explains Joseph F. Giumette, sales development director, is to provide for industry an impartial summary of information on the features of fresh-brew coffee vending machines now available.

Vendors of this type dispense coffee brewed from roasted and ground coffee. The booklet marks the first time industrywide information on fresh-brew coffee vending machines has been published in a special volume.

Illustrations and data showing capacities and methods of operation of 17 different models of coffee vending machines from 12 manufacturers are represented in the booklet.

"Although at King Coffee we do not manufacture, lease,

operate or finance coffee vending machines," Mr. Giumette declared, "we have been intensely interested in the development of self-brew and pre-brew vendors since their first introduction in Detroit scarcely four years ago. We feel that these fresh-brew coffee vending machines constitute one of the most significant industrial coffee service developments of our age."

A limited number of copies of "What's New in Fresh Brew" are available from: Vending Information Department, King Coffee Inc., 2777 Edsel Ford Expressway, Detroit 8, Mich.

More cups of coffee consumed last summer

than ever before, vending tally shows

More cups of coffee were consumed in the United States during the summer of 1957 than any other summer in history, according to Ronald Wolf, president of the Interstate-United Coffee Corp., Chicago.

Mr. Wolff says his organization and its affiliated companies all over America serve over 2,500,000 cups of fresh-brewed coffee every week. This is done through Interstate's Perk-o-fresh coffee vending machines which automatically brew steaming hot coffee for hundreds of thousands of employees in industrial plants, offices and institutions.

"Coffee consumption declined only 23.4% on a national average in favor of cold drinks during this past summer," Mr. Wolff states. "As a matter of fact, in cities such as

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to the Coffee Trade



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Chicago, where relatively cool weather prevailed in June, July and August, the same Perk-o-fresh machines served only 13.8% less coffee for this period as compared with our January, February, March quarter."

The Perk-o-fresh coffee vending machine uses real coffee—not concentrated powders or syrups.

New cup for vended coffee

resists more heat, Dixie says

A polyethylene-lined paper coffee cup for use in vending machines is being made available by Dixie Cup.

The polyethylene coating is laminated to the paper body of the cup, and the seam is dielectrically welded. No glue is used in the construction, since the polyethylene serves as a binder and strengthener.

"This new cup gives off no odor or taste of its own, and hence provides the best cup of coffee it's possible to get from a vending machine," reported Arthur J. Nolan, Dixie vice president in charge of marketing development. "Liquids actually can be boiled in it, with no peeling of the inside lining. The lining has a high resistance to fats and oils, bonds evenly and has a smooth, even feeling to the lips which has never before been achieved in a paper cup."

The polyethylene cup has been market-tested in several cities during the past several months. It is being made available first for vending machines use only, in the tall seven-ounce size. Other sizes will be put on the market later.

Mr. Nolan, chairman of the Automatic Merchandising Association's Public Health Committee, said that more and more vending operators are installing fresh brew machines.

"Naturally, a fresh brew machine calls for higher temperatures," he explained, "and more and more are being put on location every day. The new cup comes at a time when the industry really needs it."

Ending of coffee break

ruled unfair by NLRB

The National Labor Relations Board ruled that a Missouri company had committed an unfair labor practice by ending a "coffee break" privilege without consulting its workers' union.

The board ordered the Fleming Manufacturing Company of Cuba, Mo., to bargain with the International Association of Machinists on coffee breaks as well as wages and hours.

Workers in the plant had been served free coffee each morning until they voted for the machinists union to represent them. The coffee break custom was discontinued after the election.

The board found that this had been an illegal reprisal under the Taft-Hartley Act.

Mostly Robustas in Cameroons

Of the 1956-57 production of coffee in the French Cameroons, approximately 15% of the total was Arabica and 85% Robusta.

The northern part of the Cameroons is not generally adaptable to coffee growing, because of insufficient rainfall.

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Coffee drinking in Finland

By VIC LYONS

This report is not the usual one on coffee drinking in another country. It skips statistics for the personal viewpoint and is, perhaps, all the more fascinating because of it. It appeared originally in The Planters Journal and Agriculturalist, India.

The visitor to Finland who is not a coffee-drinker will find himself at a disadvantage socially. From metropolitan Helsinki to the wilds of northern Lapland coffee is the invariable offering upon entering a home, be it rich or poor.

Although I had begun drinking coffee the year before, I never actually became fond of it until reaching Finland. This was no doubt due to the superior way Finnish coffee is made, plus the fresh cream that is invariably served with it.

There are two rules to be followed in drinking coffee in Finland. Failure to observe them on the part of newcomers will of course be understood, but the sooner the visitor learns about them, the better. The first concerns the number of cups of coffee it is permissible to accept during a call. Politeness demands acceptance of the first cup

always, unless there are personal reasons for not drinking coffee. The average number per visit, especially when calling at the home of a stranger, is two. Often, on longer visits at the homes of friends, no disgrace attaches to a third cup. That, however, is the maximum. The fourth cup will probably be offered, but it should be refused.

The second rule concerns *pakkopulla*, which means "compulsory bread." This is the term that Finns jokingly use for the plainlooking coffee bread—sweet with a few raisins perhaps—that is usually served with the coffee, along with an array of more delicious pastries. It is the unwritten law that the *pakkopulla* is taken with the first cup of coffee. After that the hand may rove freely among the more luscious selections.

I believe the variety of pastries offered in Finland cannot be surpassed in any other country of the world. There are creamy ones, chocolate-covered ones, fruit-filled ones, etc. Each of the many bakeries creates its own original delicacies. The important holidays each have their traditional specialties, and even comparatively minor holidays have their unique pastries sold only on those days. For ex-

Merry Christmas... Happy New Year

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At the historic castle of Freyr, in Belgium, during that country's first coffee day. Here a commercial treaty was signed in 1675 by Louis IV of France and Charles II of Spain, and coffee was drunk officially in Belgium for the first time. From left: L. Rombouts, vice president, Office du Cafe; R. de Mendonca, Brazilian Embassy; Eric Timmer, Haiti; R. De Haes, president, Office du Cafe; H. Garcia Godoy, Dominican Ambassador; A. Gomez Jaramillo, Pan-American Coffee Bureau; A. Siliezar, Guatemala.

ample, on Shrove Tuesday it is a large, circular, sweet bun with a marchpane filling. On Runeberg Day a crisp, star-shaped pastry with a provocative line of frosting is the one to eat.

All of this bakers' handiwork is created especially for presentation at coffee time.

Besides this unlimited variety of original pastries, Finland is one of the few countries in Western Europe where an American favorite, the sugar doughnut, can be found. It is called *donitsi* (read: doughnuts-ee).

Often sandwiches are served at coffee time, either with or without the pastries. Actually they are not sandwiches in the strict sense of the word, for only one piece of bread is used, white or brown, hard or soft, thick or thin.

Even in bread the Finn seeks to maintain his individuality by creating several varieties. Usually there is a selection of sweet and non-sweet items to spread on top—jams, honey, salami, hardboiled eggs, cucumbers, cheese, etc. Americans accustomed to a protective covering of bread, sometimes become forgetful—the result being that a slice of tomato or a strip of herring occasionally slides off a well-buttered slice of bread into the lap or onto the furniture.

I have no idea how many cups of coffee I drank during my six months' stay in Finland, but I do remember that in one day alone of visiting friends in Helsinki I had 15 full cups! And I had an excellent night's sleep afterward.

Coffee production up in French Cameroons

Coffee production in the French Cameroons has increased annually since 1954-55 at a fairly rapid rate.

The outturn may reach 22,000 metric tons in 1958-59, which would mean a doubling of production in five years.

Since 1953-54, coffee has been second only to cacao in importance as an export crop from the French Cameroons.

Arabica coffee is grown in the mountainous region of the French Cameroons, along the southern part of the boundary with the British Cameroons. Robusta coffee is planted in other parts of the Southern section.

DECEMBER, 1957

Season's Greetings to all our friends



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427 Gravier Street

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the lady is a taster

(Continued from page 18)

until the coffee blend is finally ready for delivery.

Mrs. Bowen proudly tells you that about 1,000 pounds of coffee are roasted every 15 to 16 minutes at Churchill, Inc., which is equipped with two four-bag Thermal roasters producing almost 4,000 pounds per hour. The company blends, roasts and packages only what is shipped each day, realizing that freshness is of utmost importance to coffee.

The company, Mrs. Bowen explains, attempts to satisfy the restaurant public with its blends, and of course, has developed just what that public likes. Personally, Mrs. Bowen likes a good, strong, coffee—heavy enough to let you *know* you're drinking coffee.

Churchill, Inc., has several coffee tasters, none better than J.S. Garvett, chairman of the board, and his sons, Bob (R.J.) who holds the position of president, and Pete (P.B.), secretary of the company. A cupping session usually includes more than one person, at which time there's little or no talk around the table. Findings are written down on a pad of paper, and notes compared. Expert coffee tasters, nine times out of ten, come up with the same answers.

For Mrs. Bowen, music is now entirely for relaxation at the compact, single-story house where she lives with her mother. The household includes Punch, an enormous boxer dog; Hepsy, a cat, and Pretty Boy, a parakeet.

An hour at a time is all the former pianist can practice these days. Five-year-old Punch, who looks vicious but is

actually as friendly as an old shoe, sees to that. He will stand it for that long, then, with his head, pushes his mistress' hands right off the keyboard.

When cupping allows leisure, you're likely to find Mrs. Bowen antiquing, for there's no leisure time pursuit this Miamian enjoys more than roaming around the area in search of the quaint, old-fashioned treasures that fill her attractively furnished, traditional home.

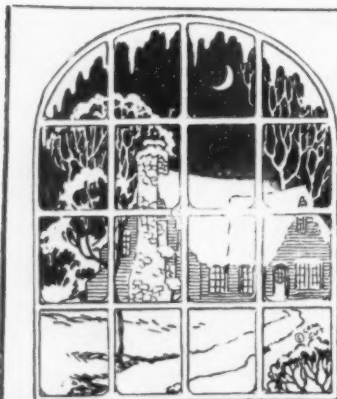
As though this weren't enough, Mrs. Bowen still finds time to attend meetings and hold important offices in Greater Miami's Zonta Club, a one-of-a-kind service organization for executive women with branches in 14 countries.

Painter named general manager of Colonial Coffee

George M. Painter, a graduate of Southwestern University, Memphis, Tenn., and for the past nine years Secretary of the Tennessee Wholesale Grocers' Association, has been named executive vice president and general manager of the Colonial Coffee Co.

On January 1st he will assume active management of the Colonial Coffee Co.'s entire operation, the position held for the past 15 years by E. M. Gant, who will continue with the company as a consultant and in charge of experimental research, a very important phase of the Colonial Coffee's operation.

It will be the policy of the new management to maintain the high quality established under the management of Mr. Gant and to strengthen the company's position in an ever-expanding market.



Greetings of the Season

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and Best Wishes for the New Year

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**Offers 10 suggestions
to control marketing
costs in coming year**

Companies selling through retail food stores cannot safely rely on any marked increases in 1958 unit sales volume to counteract rising marketing costs, James O. Peckham, executive vice president, A. C. Nielsen Co., said at the 49th Annual Meeting of Grocery Manufacturers of America, Inc., in New York City.

"Whereas consumer tonnage sales of 50 basic product groups were 6% ahead of year-old levels in 1956, sales thus far in 1957 are only 3% ahead, and might do no more than hold even in 1958," he said.

Mr. Peckham offered ten suggestions for controlling grocery marketing costs during the coming year, based on his study of Nielsen Food Index data. They were:

1. Try to build *added* values into present products. Mr. Peckham gave examples showing that existing products registered strong sales gains upon the addition of color, change of package, improvement of texture, and improvement of taste. This reduced marketing costs by making products easier to sell, he pointed out.

2. Make it more convenient for the consumer to *use* a product. Examples were presented showing gains of 139% since 1952 on consumer sales of convenience products sold through food stores, as compared with sales increases of only 17% on non-convenience items.

3. Make it easier for the consumer to *buy* a product, by increasing retail store distribution, helping retail outlets reduce out-of-stock, and gearing package sizes more closely to consumers' needs. About one-third of the major advertised brands have less than 70% distribution and retail out-of-stock continued to be a rather serious problem for 43% of the brands, he said. Mr. Peckham pointed out that consumers purchase quality products in large quantities at price premiums of 10% to 30% once they have become convinced of basic value. He further indicated that the first manufacturer to introduce a needed new product enjoyed twice the sales of the second manufacturer and four times those of the third.

5. Don't let the price differential of established brands opposed to low-

(Continued on page 78)

DECEMBER, 1957

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FOR
ECONOMY
CONVENIENCE
LONG SHELF LIFE
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Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:		Visible Supply—1st of Month		
		Brazil	Others	Total	Brazil	Others
1956						
January	1,516	738	905	1,643	780	571
February	1,894	828	977	1,805	880	445
March	2,329	1,126	1,226	2,352	1,192	421
April	1,558	860	716	1,576	822	456
May	1,336	622	694	1,316	695	586
June	1,810	866	837	1,703	930	543
July	1,883	957	828	1,785	1,060	599
August	1,441	729	809	1,538	970	582
September	1,802	912	718	1,630	998	574
October	1,424	804	655	1,459	916	654
November	1,338	650	616	1,266	828	636
December	1,241	735	651	1,386	903	703
1957						
January	1,749	917	809	1,726	1,064	655
February	2,026	906	927	1,833	1,362	611
March	1,956	1,224	1,060	2,284	1,233	668
April	1,209	500	528	1,028	729	547
May	1,431	546	906	1,452	759	663
June	1,301	544	792	1,336	732	606
July	1,122	563	550	1,113	545	635
August	1,588	571	1,044	1,615	599	675
September	1,290	634	579	1,213	667	645
October	1,394	721	884	1,605	704	769
November	1,421	502	750	1,252

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

List of CBI educational, promotional materials on coffee made available

A brochure listing all its available educational and promotional materials and publications on coffee brewing and research has just been issued by the Coffee Brewing Institute, Inc.

Materials suitable for distribution to restaurants, institutions, homemakers and technical people appear under appropriate headings. Single copies of all publications

are available without charge, while prices for materials ordered in quantity are listed for the convenience of the trade.

The brochure lists 28 publications, both technical and non-scientific in nature, and a film package devoted to quantity brewing and equipment maintenance.

Also available from the Institute are standard coffee measures and novelty coffee blossom sprig packets, both of which must be ordered in quantity.

Future technical monographs to be issued during 1958 by CBI are defined according to subject matter.

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General Agents

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hristmas, 1957

☪ This year, more than ever, let people in coffee and tea deepen their holiday spirit with the knowledge that their beverages are at the heart of family festivities. ☪ In such holiday cups is a symbol of unity holding great hope for the world. ☪ For these beverages represent the common effort of many peoples in many places, able to overcome barriers of language and outlook and history. ☪ It is a happier, more hopeful holiday for this truth. ☪ Merry Christmas!

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TEA

Contour planting
in South India.



in India's present and future

By G. L. MEHTA, Ambassador of India
to the United States

highlights from a report to the Tea Association's 1957 convention

Tea forms an important element in the picture of the current world economy. It is estimated that in 1956, the world supply and consumption of tea both exceeded 1.3 billion pounds. India itself produced 666,000,000 lbs.—nearly half of the world supply — of which about 524,000,000 lbs. were exported to other countries.

The United States imported over 100,000,000 lbs. of tea in the same year, and nearly a third of this — over 31,000,000 lbs. of tea valued at nearly \$17,000,000 — was supplied by India.

These few facts show the importance of tea not only to world economy, but also to India's economy, and in Indo-American trade.

Indeed, in the context of India's large and ambitious economic development program, tea has assumed a vital role. India today is in the midst of a great "Operation Bootstrap", with the objective of promoting rapid and balanced economic development.

The First Five-Year Plan was intended as a step in that direction. This Plan was instrumental in bringing about an increase in national income and a marked improvement in levels of both agricultural and industrial production. It also initiated a number of structural and institutional changes. It has evoked widespread public interest and enthusiasm, and there is an insistent urge for rapid development all over the country. Achievement of economic development and stability along with the preservation of individual liberty is our primary objective.

The Second Five-Year Plan, which is now being implemented, has been formulated to carry forward the process initiated in the First Plan period.

The values underlying India's plan of economic development are summed up in the Constitution of India that "the State shall strive to promote the welfare of the people by securing and protecting as effectively as it may a social order in which justice, social, economic and political shall inform all the institutions of the national life."

This means that the basic criterion for determining the lines of advance is social gain; that the benefits of economic development must accrue more and more to the relatively less privileged members of society; and that there should be a progressive reduction of the concentra-

tion of incomes, wealth and economic power. It means, in other words, the creation of a milieu in which the small man is enabled to put in his best in the interests of a higher standard of life for himself and increased prosperity for the country; in which he has the freedom to move not only horizontally but also vertically.

The objectives of India's development do not involve some fixed or rigid pattern. The Plan is *not* anchored to any doctrine or dogma. But this does not mean that there are no clear aims. There is, indeed, inherent in the objective a clear sense of direction and a regard for the basic values. The accent of planned development is on the attainment of positive social and economic goals in accordance with the democratic ideals which the country cherishes and is resolved to pursue.

You will agree with me that, aside from the phraseology used to describe the objective and the methods of attaining the objectives, there is basic unity between our goals and the goals pursued by the American people. And it is my firm conviction that cooperation between India and the United States, especially on the economic front, will be to the eventual good of both the countries. Such economic cooperation can be on two bases: trade and capital investment and assistance.

I do not have to emphasize that in the field of trade, tea plays the most important role for India. It is our largest foreign exchange earner and, in these times, when even the smallest amount of foreign exchange is precious to us, the importance of tea exports assumes the highest significance.

Fortunately, our tea industry is in a position to supply enough quantities of tea of the choicest varieties. And even though the tea habit is already widespread in this country, the potentiality for developing the market further is, I assume, enormous. Here, therefore, is a situation where the tea industry in India and the tea trade and industry in this country can cooperate to the maximum benefit of both. In saying this, I do not lose sight of the fact that there has, indeed, been admirable cooperation ever since the days when A. E. Nicholson and Richard Blechynden were representing Indian tea interests in

(Continued on page 75)

**Junior Board committees named
for 1957-58 term by chairman**

Standing committee assignments in the Junior Board of Directors of the Tea Association of the U.S.A. have been announced by Thomas J. Dannemiller, chairman.

The committees, and their members, are as follows:

Executive Committee: Thomas J. Dannemiller, Robert F. Gertenbach, Norman Langer, Max Margolies.

Publicity Committee: Bernard Sachs, chairman, Larry Killgore, Reginald Sanger.

Nominating Committee: William Hall, chairman, Robert Gertenbach, John C. Haigh, Herb Thomas, Charles Walters, Herman Preston.

Government Business Procedure: John Ryncki, William Hall, Norman Langer.

Social Committee: Norman Langer, chairman, Robert Gertenbach, Charles Gratale, John Ryncki, William Hall.

Projects Committee: Max Margolies, chairman, Bernard Sachs, Norman Langer, Robert Gertenbach.

**Tea people visit C. H. Dexter plant
to see tea bag paper manufactured**

The second of a series of organized visits by tea leaders to the C. H. Dexter & Sons, Inc., mill at Windsor Locks, Conn., took place last month.

The tea people boarded a private tavern club car at Grand Central. Guests of Harry E. Gould, president of the Aldine Paper Co., Inc., they traveled to the Connecticut plant to observe the manufacture of tea bag paper.

The private car left New York City as part of the New Haven Railroad's Ambassador to Montreal. The train made a special stop to drop the Aldine Paper car at Windsor Locks.

Under a bright New England sky, the group was driven to nearby Bradley Airfield, for luncheon in a private dining room. Hosts at the luncheon were Dexter D. Coffin, president of C. H. Dexter & Sons, Inc.; David Coffin, vice president and general manager, and Mr. Gould.

After lunch the tea people were escorted through the mill. They were deeply impressed by the equipment and techniques involved in the manufacture of tea bag paper.

Other Aldine Paper people with Mr. Gould on the trip were Walter T. Cusack and Thomas J. O'Rourke.

McCormick names Dr. Stahl

to new research manager post

Dr. William H. Stahl has been named research manager of McCormick & Co., Inc., Baltimore. Dr. Stahl's appointment was announced by John N. Curlett, president, who said that the position of research manager was recently created in the company's research and development division.

Dr. Richard L. Hall remains as director of the research and development division.

Until September, 1957, Dr. Stahl served as chief of the Analytical Chemistry Section of the Quartermaster Research and Engineering Center, Natick, Mass.

(Continued on page 65)



**Christmas Greetings
and
Best Wishes
For a Happy and Successful
New Year**

IRWIN - HARRISONS - WHITNEY. INC.

the prospects for Ceylon tea

By ANNESLEY DE SILVA, Counsellor, Embassy of Ceylon, Washington, D.C.
Director, Tea Council of the U.S.A., Inc.

highlights from a report to the Tea Association's 1957 convention

In order to present a clear picture of the prospects for Ceylon tea, it is essential to understand that the economy of Ceylon is almost entirely agricultural and is influenced directly by fluctuations in world commodity problems over which we have no control.

This economy rests on three main commodities—tea, rubber and coconut—and tea constitutes nearly three-fifths of Ceylon's export receipts. These three commodities, particularly tea, have to bear the burden of our imports, the bulk of which comprise food.

Practically 95% of the tea that Ceylon produces finds its way through the two auction centers of Colombo and London to the teapots of the world. Our tea is an agricultural product which undergoes first a process of manufacture in Ceylon, and then of movement to world consuming centers through a series of stages.

Ceylon tea's prospects and prosperity must, in general terms, depend on the standards and efficiency achieved in these processes. These include the cultivation and production of the green leaf and in its conversion to manufactured black tea in the factory, the management of the vast number of workers in the fields at the factories at the shipping center of Colombo and, finally, in the procedures and techniques governing the marketing of Ceylon tea.

Breakdown or congestion anywhere along this line will dislocate the regular movement of Ceylon Tea to world centers with resultant effects on price, but such a dislocation, when it occurs, may not be of long duration and the industry may be expected to overcome it without affecting prospects seriously, *provided* it is able to obtain a steady remunerative price as a return for the tea it produces. Failure in this respect will have its repercussions on all the processes and operations in which the industry is engaged.

Prospects will, therefore, be good if prices are remunerative, and this means that besides providing a reasonable profit on investment, they must also permit expenditures for maintenance and improvement, particularly in the cultivation and production stages, on a long-term basis and on sound scientific lines.

Ceylon has plans for rapid agricultural and industrial development and for attaining self-sufficiency in food and other essentials of life, but for a long time to come she will have to depend largely on tea to build up her dollar reserves and to maintain a favorable trade balance. Tea is, therefore, the life-blood of our economy.

Revenue comes also from the tea industry directly in the form of export duties and indirectly as taxes of incomes and profits. In a myriad of ways, tea dominates Ceylon's economy and contributes to her prosperity. In short, tea is Ceylon's gold.



Transporting plucked tea in Ceylon by aerial ropeway.

It is significant to note that Ceylon's tea industry depends vitally on Commonwealth markets—the United Kingdom, Canada, Australia, New Zealand and South Africa, all of which have shown a preference for Ceylon tea. The United Kingdom is our best market and accounts for nearly 40% of our total exports. Last year, the United Kingdom purchased 136,000,000 lbs. of tea. The United States of America was our second best customer, with 35,338,851 lbs., and Australia third with 33,316,550 pounds. The Australian total was reduced by increased imports of cheaper teas from Indonesia and India.

The most unfortunate blow to Ceylon exports took place in Egypt, where, owing to currency difficulties, importers were able last year to take only a third of their previous purchases from Ceylon. This situation has been adjusted. The Ceylon government has successfully negotiated a "payments arrangement" between Japan, Egypt and Ceylon by which Japan will make payments to Ceylon for her purchases of cotton from Egypt and Egypt will operate on that credit for her purchases of tea from Ceylon. By this arrangement Rs. 60,000,000 becomes available yearly to Egypt for her purchases of Ceylon tea, which had dwindled since the Suez crisis. Under this arrangement, Egypt will have sufficient funds to buy tea from Ceylon whenever she wants it.

At the moment, Ceylon's main difficulties are import and price controls in Australia, which force the trade to buy cheap tea, and the very heavy import duties levied in so many Continental markets which, again, militate particularly strongly on quality tea.

It is certainly encouraging to note that the work of the Tea Council of the U.S.A. is bearing fruit. I have no

(Continued on page 74)

Indonesia's uphill battle on tea

By KWEEDJIEHOO, Consul General of Indonesia
New York City

highlights from a report to the Tea Association's 1957 convention

Figures from the first half of 1957 show that there is a slight increase in the production and export of Indonesian tea as compared with the corresponding period last year. However, if we look at this increase as compared with our prewar capacity, I do not think we have the slightest reason to rejoice. On the contrary. I know that some of you are somewhat disappointed, and I share your disappointment. On the other hand, I would like to warn you against over-eagerness, as over-eagerness may lead to impatience, which may cause all kinds of misunderstanding.

The point has been raised as to the Indonesian attitude toward foreign investment. It has been said that Indonesia sustained considerable damage economically during the Japanese occupation and the subsequent war of liberation. A flow of foreign capital is considered essential for the recovery of our economy. Why then is the Indonesian attitude toward foreign capital generally hostile? It is even said that Indonesia, as a matter of policy, is trying to push out foreign entrepreneurs.

I do not think that the question should be put in that way. The truth is that the Indonesian government, as a matter of policy, is trying to stimulate the formation of an Indonesian entrepreneurial class. This is quite different from trying to push out foreigners.

If you are not familiar with conditions in Indonesia, you might be surprised and wonder why the Indonesian government tries to stimulate the growth of national entrepreneurs. Let me tell you that at least 90% of the private capital operating in Indonesia is foreign; practically all private enterprise in every branch of our economy is foreign owned. Against the background of this reality, I do not think that my government's policy needs justification.

I am happy to know that even here, in the United States, it is recognized that the absence of an Indonesian entrepreneurial class is the greatest stumbling block in the economic development of Indonesia.

Plantation ownership

I can conceive that the same question is asked with reference to the tea industry in Indonesia. The answer is, of course, the same. About 70% of our tea is produced by estates which are almost all foreign owned; 30% is produced by Indonesian farmers, but these farmers do not own the processing factories. Therefore, they sell the tea leaves to the factories which belong to the foreigners. So the real Indonesian interests in the tea industry are far less than the generally accepted 30% figure.

This state of affairs also creates other problems. For example, it blurs the line between labor and nationalism,

thus giving readymade arguments to people of ill will, who on the one hand are telling the laborers that working for foreign enterprises is equal to supporting foreign interests; and on the other hand are frightening foreign investors by saying that labor in Indonesia is anti-foreign.

Another point is the treatment of the existing foreign enterprises by the Indonesian Government. The complaints are specifically directed against the rigid attitude of the Indonesian Government with regard to transfer of profits and repatriation of capital. I think the real situation is different. I wish to point out to you that the greater part of foreign enterprises now operating in Indonesia came in 100 years ago, or earlier.

The position of the Indonesian Government is that it is at least open to question if these enterprises should be regarded as foreign investments in the usual sense of the word.

I cannot say the "tea is gold" for Indonesia, as it is gold for Ceylon. We have other products which are more important to our economic structure, as, for example, rubber, oil, tin and sugar. Nevertheless, the tea exports, as well as our other exports, have an important impact on our economy.

Effect of tea prices

If tea prices are low, it affects our capacity to buy commodities from abroad which are vital to our economy. When tea prices fluctuate, as has happened at times, it unstabilizes our economy. I really do not know which is worse.

In this connection, it is understandable that we must develop our economy in such a way that we are less dependent on our exports. This, however, should not be interpreted as meaning that my country is striving for an autarchial economy.

I personally believe that there will always be a division of labor among the nations of the world. Speaking in extremes, I do not believe that the United States will try to grow its own tea or that Indonesia will try to make its own watches.

However, if we have to produce more and more tea to buy the same quantity of textiles abroad, or if sometimes we are prevented from buying anything because our economy is unstable, as a consequence of the fluctuating prices of our products, it is logical to assume that we will grow less tea and try to produce more textiles.

In this connection, I wish to pay tribute to the efforts of the Tea Council to expand the tea consumption in the U. S. - I am greatly impressed by what I have heard and seen of the excellent propaganda for tea which has been made, and the projected campaign for the future.

Mozambique's tea

By J. M. BENTO, President
Junta de Comercio Externo
Lisbon, Portugal

What has been Portugal's influence in the expansion of the tea market.

With the discovery of the sea lanes to India by Vasco da Gama at the close of the 15 Century, the doors of the East were opened to the Western world. The first Portuguese ship to reach China proper—in 1516—established commercial relations with that country, and in 1540 an embassy was sent to Japan.

However it was not until 1560 that Europe heard about tea for the first time, through the Portuguese friar, Gaspar da Cruz. Then, in 1565, Brother Luiz de Almeida, who was a missionary in Japan, let it be known that "the Japanese are very fond of a pleasant beverage, which they call Cho". Later, in 1643, Brother Alvaro Semedo made another reference to tea in the "History of the Great and Notable Monarchy of China".

Portuguese influence in the development of the usage of tea was also felt in England, since it was Catarina de Braganca, married to Charles II, who introduced at the English Court the taste for this beverage, a taste which today is still deeply ingrained in the British people.

Natal and Nyassaland were the first regions to start tea growing in Africa. Uganda and Kenya also tried its cultivation. In Kenya it seems that the Orchardson brothers were the first planters. Tea is also grown in Tanganyika and Rhodesia but on a much smaller scale.

Tea in the Portuguese province of Mozambique began with Empress Agricola do Lugela, lessee of the territories of the Loumé. She introduced tea cultivation in Mozambique. Shortly after 1910, the first plantations took place, in Gurue, Lugela, and Milange. Seedlings are still taken today from those areas, for they have resisted the jungle, forest fires and neglect.

It was after the World War II that Empress Agricola do Lugela began the organized planting of more tea in Milange. By 1923, the first processing plant was in operation, and from the 1924-25 crop, some 112,500 kilos of leaves were processed at this factory into 45,000 kilos of tea.

Since then, other regions have been opened up to tea cultivation, due to good terrain and climatic conditions.

The phases of tea cultivation vary from region to region, according to the differences in terrain. Plant diseases and other adverse factors which affect tea on our plantations are few in number and of little consequence. However, the most serious are tea "yellows"; a fungus attacking the roots of deteriorated trees; an insect which attacks the leaves of the tea bushes; and the red spider.

As for trends in the export of tea from Mozambique, we see from the accompanying table that England, the United States, Holland and South Africa are our best markets. Germany occupies a position of increased importance as our tea becomes better known there.

The markets for Mozambique tea

DESTINATION	1954		1955		1956	
	Tons	Value FOB 1,000 Escudos	Tons	Value FOB 1,000 Escudos	Tons	Value FOB 1,000 Escudos
Metropolitan Portugal	126	2,527	89	1,887	169	3,771
Angola	6	211	13	511	17	576
Portuguese India	3	79	10	263	3	85
Madeira				16	2	71
St. Thomas	1	36	1	58	2	61
South Africa	753	21,661	538	17,515	95	1,921
French Equatorial Africa	10	271				
French West Africa	1	37	2	75		
Germany	101	10,108	83	5,535	59	1,559
Australia					2	37
Belgium					3	58
Egypt	31	1,011	19	879		
Spain			1	35		
Eritria		7				
U.S.A.	855	19,720	557	10,212	195	5,252
France	2	50	8	269	20	368
Holland	1,796	57,625	1,83	12,373	1,87	7,426
England	1,073	33,150	3,603	115,161	5,118	109,803
Nigeria	75	2,115				
Switzerland		20				

*About 29 Escudos equal \$1.00

Ceylon adopts vast program to replace old tea bushes with fast-yielding variety

The government of Ceylon has approved a \$13,750,000-a-year program of rehabilitation for the tea industry, according to a Reuters dispatch.

The program, which will run for five years, contemplates the replacement of old tea bushes by fast-yielding plants.

Funds for the program will be raised by a levy of about one penny per pound on tea.

Aids tea production in Pakistan

The Pakistan Agricultural Development Finance Corp. has decided to step up tea production in Pakistan by providing cheap credit facilities to tea estates for all productive and development purposes, including improvement in the tea processing.

The tea industry, which could earn considerable foreign exchange, has now attracted the attention of the ADFC, which has assigned its technical adviser in East Pakistan to look in to the question of financing the development of tea estates.

The corporation has already extended its loans to some tea estates.

**Suggests tea as a flavor
for food lines to build
sales in competitive market**

Tea flavor, alone or in combination, is suggested to food manufacturers as a possible novel addition to their line for maximum acceptance.

The suggestion is made in The Givaudan Flavorist, published by Givaudan Flavors, Inc., New York City.

This flavor manufacturing house says that the present level of flavor technology permits the use of tea as a flavor in food lines.

For the adult population, the food line could have the tea flavor with the stimulating effect of caffeine. For the juvenile consumer, it could be prepared with the caffeine eliminated.

Here are some of the points made by the publication:

"Tea leaves contain caffeine, have been used for their medicinal value for centuries, and have found their way into a beverage which is highly accepted, hot or cold, for its flavor by a very large segment of populations. Similarly, many flavors have been used *with tea*, such as jasmine, lemon, mint and ginger, but tea and its extractives have not been used as a flavor.

"As a result of the intensive work done to determine the aromatic constituents which contribute to the flavor of tea from 1930 to 1940, primarily in Japan, combined with the improved ability to produce these flavomatics and the advancement of the art and science of flavor

production, it is possible to obtain entirely natural tea flavors for many applications.

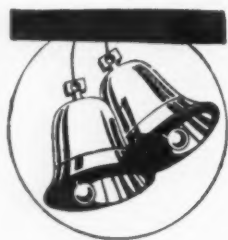
Ready-to-use tea syrups are now available which are sweetened extracts of blended tea. Instant tea, the counterpart of soluble coffee, is gaining more headway, although many difficulties are yet to be solved. A recent patent¹ describes a method for producing a tea flavor for beverages which has the required stability. Interest has picked up considerably in tea flavors and the possible combinations to form a novel flavor with an easily identifiable name are legion.

"The bulk of the flavor of tea is due to two classes of organic compounds; tannins, which are polyphenols, and certain volatile organic carbonyl compounds, some of which have been identified in tea. Both green tea and black (or manufactured) tea have been examined. Black tea is that which has been "fermented" by various oxidase enzymes prior to drying.² The same constituents have been found in both green and black tea but in different ratios. This makes a profound effect upon the flavor. The presence of most of these flavomatics listed has been confirmed by more than one group of investigators.

The caffeine, the nonphenolic gum, the inorganic ash and the other flavomatics reported add very little to the flavor.^{3"}

Here, according to the Givaudan Flavorist, are flavomatics identified in tea:

ALCOHOLS—Hexene 3-ol., Linalool, Geraniol, n-Hexanol, Benzyl alcohol, n-Octanol, Phenylethyle alcohol,



Greetings
and Best Wishes
for Christmas
and the New Year

HENRY P. THOMSON, INC.
TEA IMPORTERS

89 Broad Street
Boston, Mass.

120 Wall Street
New York 5, N. Y.

605 Third Street
San Francisco, Calif.

Member: Tea Association of the U.S.A.



Fred Rosen, public relations counsel to the Tea Council of the U.S.A., taking part in the traditional Japanese tea ceremony in a temple outside Kyoto, ancient Japanese capital. Mr. Rosen was on a trip through the Far East. The purpose of the tea ceremony is to create serenity of mind in the participants—and it works, Mr. Rosen reports. Actual tea drinking occurs at the end of one hour of quiet meditation and traditional tea brewing and serving by the hostess. The beverage is made with powdered green tea and has a paste-like consistency. Mr. Rosen was surprised to find the average tea house in Japan served black tea rather than green. Many of the tea houses were recently rebuilt to serve both coffee and tea. Some provide live, loud jazz from nine in the morning until midnight.

Citronellol, Unsaturated terpene Alcohols, Butyl alcohol, Isoamyl alcohol, Phenethyl propyl alcohol.

MISCELLANEOUS—Phenol, Cresol, Phenol X, 2 Acetyl pyrrole, Methyl mercaptan, Methyl sulfide.

ACIDS—Acetic acid, Propionic acid, Butyric acid, Valeric acid, Isovaleric, Caproic acid, Hexenoic, Heptonic acid, Caprylic, Palmitic acid, Benzoic, Phenyl acetic, Salicylic, Acid X mpt 128°C.

ESTERS—Geranyl octoate, Geranyl valerate, Methyl salicylate.

CARBONYLS—Hexenal, Acetophenone, Isovaleraldehyde, Butyraldehyde, Benzaldehyde, Hexanal (Caproaldehyde), Isobutyraldehyde, Isopropylaldehyde, n-Propylaldehyde, Ketone (C_5 or C_6), Methyl ethyl, Acetaldehyde.

The Givaudan Flavorist notes that not all these flavorings are available commercially. Some of those that are, are not stable.

LITERATURE CITED

1. U.S. Patent 2,785,979 J.F. Mitchell, March 19, 1957
2. Billard, Simon, Bull Soc. Sci. Hyg. Aliment, 44, 29-54 (1950)
3. Kirchner, J.G., The Chemistry of fruit and vegetable flavors, U.S.D.A. Lab. of Fruit and Vegetable Chemistry, Pasadena, Calif.

FMC names Bob Neeland

Lyle M. Williams, eastern sales manager, kitchen equipment department, Food Machinery and Chemical Corp., Chicago, announces the transfer of Robert L. Neeland from the factory at Hoopeston, Ill. to the KED service

McCormick names Dr. Stahl

(Continued from page 60)

His interests lie in general instrumental research in micro- and macro-analytical methods and procedures involving such diverse materials as keratins, cellulose, plasticizers and food odors and flavors.

Dr. Stahl was named chairman of the Analytical Group of the Northeastern Section, American Chemical Society, for the 1957-1958 season.

Christmas Greetings and All Good Wishes to the Tea Trade for the New Year



HALL & LOUDON
TEA BROKERS
91 WALL STREET
NEW YORK

MEMBERS, TEA ASSOCIATION OF THE U. S. A.

Season's Greetings



Our Best Wishes For The New Year

"THE COMPLETE TEA BAG PACKING SERVICE"

Tea Pack Company, Inc.

Dlgby 9-0748

367 GREENWICH ST., N. Y. 13, N. Y.

WE PACK YOUR TEA UNDER YOUR BRAND

Member: Tea Association of the U. S. A.

Tea Movement into the United States

(Figures in 1,000 pounds)

	Aug. 1956	Sept. 1956	Oct. 1956	Nov. 1956	Dec. 1956	Year 1956	Jan. 1957	Feb. 1957	March 1957	April 1957	May 1957	June 1957	July 1957	Aug. 1957	Sept. 1957	Oct. 1957
Black																
Ceylon	4,635	3,354	3,880	1,535	2,433	42,871	3,102	2,755	4,351	4,290	6,220	5,695	4,207	4,846	3,366	2,786
India	1,751	1,546	2,988	1,738	2,572	31,719	3,909	2,333	2,208	2,927	3,139	2,730	1,647	1,315	1,352	2,353
Formosa	204	583	646	432	529	4,179	532	351	447	525	291	142	167	373	562	502
Africa	349	232	349	282	532	4,384	404	339	414	187	376	227	484	228	394	265
Indonesia	951	1,436	740	916	1,117	12,492	1,608	1,193	1,453	1,106	1,374	1,067	1,113	894	1,354	1,155
Japan	103	49	6	30	11	803	31	42	124	95	24	3	15	28	17	99
Misc.	126	118	94	99	197	1,589	258	169	314	627	421	358	112	320	219	93
Green																
Japan	978	251	482	248	38	2,924	79	21	15	139	9	82	433	464	403	276
Misc.	10	43	21	31	4	177	2	6	15	13	3	6	13	24	73	6
Oolong																
Formosa	33	55	37	36	39	306	28	32	21	29	...	2	4	31	38	24
Canton	5	4	16	17	9	65	2	3	3	1	6	5	3	5	1	7
Scntd Cntn	3	3	9	3	10	63	5	4	7	7	3	15	3	2	2	5
Mixed	9	26	21	5	15	121	17			6	5	4	6	14	17	12
TOTALS	9,157	7,700	9,289	5,372	7,506	101,692	9,977	7,248	9,372	9,952	11,871	10,336	8,207	8,546	7,808	7,593

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

Name vice presidents, directors of Canada's Tea and Coffee Association

Maritimes: vice president, W. H. C. Schwartz, W. H. Schwartz & Sons, Ltd., Halifax, N. S.; director, R. B. Brenan, G. E. Barbour Co., Ltd., Saint John, N. B.

Quebec: vice president, R. W. Davis, T. H. Estabrooks Co., Ltd., Montreal, P.Q.; director, A. E. Nixon, Standard Brands Ltd., Montreal, P.Q.

Ontario: vice president W. L. Scandrett, Ltd., Toronto, Ont.; director, Keith Porter, Thomas J. Lipton, Ltd., Toronto, Ont.

Prairie Provinces: vice president, W. Kennedy, Blue Ribbon, Ltd., Winnipeg, Man.; director, C. A. Robinson, Hudson's Bay Co., Winnipeg, Man.

British Columbia: director, S. J. P. Cooper, Hudson's Bay Co., Vancouver, B. C.

FREDK. EDWARDS & SONS

120 WALL STREET, NEW YORK

MEMBER: TEA ASSOCIATION OF THE U.S.A.

TEAS

AGENTS FOR

GEO. WILLIAMSON & CO.
LONDON, ENGLAND
and
NAIROBI, KENYA

WILLIAMSON, MAGOR & CO.
CALCUTTA, INDIA

WHITALL & CO.
COLOMBO, CEYLON

W. P. PHIPPS & CO.
BATAVIA, JAVA

MANUEL SARAIVA JUNQUEIRO
MOZAMBIQUE, PORTUGUESE E. AFRICA

LIASI AGRICOLA LTD.
MILANGE, PORTUGUESE E. AFRICA

CHUN HO COMPANY, LTD.
SHANGHAI, TAIPEH



"Believe me friends, Lipton's brisk flavor
gives you the right kind of lift."



**AMERICA'S
FAVORITE**

THE "BRISK" TEA

*Trade-Mark of Thomas J. Lipton, Inc.
— Reg. U. S. Pat. Off.

tea promotion 'round the world

How is tea consumption promoted in other markets? This summary, from a report by the Ceylon Tea Propaganda Board, indicates how widely promotion techniques vary, to meet the specific development and features of each market.

Australia: three-way attack

The strategy of the Australian campaign last year was directed along three parallel lines; to break down consumer price consciousness, to show that quality pays and to make the name of Ceylon synonymous with quality. The Bureau's advertising in press, radio and television was, therefore directed consistently along those lines.

Merchandising activities were concentrated on retail shops and cafes in Melbourne and Sydney, and a high level display was achieved.

Information continued through the Bureau's publication and through constant liaison.

The children's "Teamakers Club," founded to assist charities, also provided many opportunities for publicity.

Egypt: target—schools

Despite the import restrictions, the Ceylon Bureau continued to interest the Egyptian people in tea. Recognizing the importance of winning tea drinkers at an early age, the Bureau, as in past years, provided a comprehensive service of tea information to schools. Several thousand booklets, school timetables containing Ceylon tea messages, and other publicity material were distributed to the educational authorities.

Over 2,000 copies of the Bureau's Tea Bulletin were sent out fortnightly. The Bureau also continued to meet requests from hospitals and other bodies for film shows and lectures.

Iraq: Movies, point-of-sale

Unlike Egypt, in Iraq it was possible to develop a planned campaign. A main feature was the showing of a new Arabic color film in 13 movies reaching audiences totalling approximately 700,000.

The almost total absence of packet teas made merchandising campaigns difficult. This was overcome by poster advertising in retail shops and grocers stores, enabling the consumer to be reached at point-of-sale.

Schools received special attention, and with the help of the educational authorities considerable quantities of publicity material were supplied to the 151 secondary schools.

Industrial establishments, hotels, restaurants and "coffee shops" were not forgotten, emphasis being laid on the importance of adhering to the correct method of tea making and the economy of using good quality tea.

Sudan: Without mass media

In the Sudan, where mass media is almost non-existent, the work consisted mainly in the showing of Bureau ad-

vertising films. Films were shown 500 times in 14 movies in Sudan town.

Large quantities of publicity material in the form of colored blotters containing in Arabic the words "Drink Ceylon Tea at all Times," table mats and calendars were also distributed. Naturally, every attention was given to providing the younger generation with an opportunity of learning about Ceylon and her tea industry.

Africa: Caddy spoons

Competitive brand advertising continued, and of special interest has been the attention given by two of the largest packers to the Bantu market, through special promotion activities. African salesmen were employed for the first time.

The caddy spoon method was not forgotten; instead it was most carefully planned, over 700,000 caddy spoons being sent out to 7,000 retailers.

A tea firm especially interested in the rural Africans market created two mobile and cafeteria units for covering the Transvaal. The two units now show films and serve tea to South African rural women's organization branches. The Bureau also assisted in the installation of tea services and bulk brewing in two large mines and introduced tea schemes into a number of large industrial plants. Advice was given to 200 firms.

Normal advertising through the medium of the press was carried out and films were also used.

Denmark: Tea's golden rules

The bulk of the Tea Promotion Council's funds were used on the distribution of a two minute advertising color film which included the golden rules of tea making. The film was shown in 152 cinemas with 4,185 performances, reaching an estimated audience of over 2,000,000. Another film has now been made and is already in operation.

The purchase of Ceylon tea for the use of both the Army and Navy was proposed to the authorities with success and the usual methods of interesting people in Ceylon tea through the press, wireless, television, factories and films were employed.

The Bureau participated in the international Kitchen Fair and over 33,000 cups of tea were consumed. Tea afternoons and evenings were also arranged. Five 30-minute broadcasts on the economy of Ceylon were presented on the Danish State Radio.

Germany: Brochures for grocers

Publicity on a wide scale was continued by the West German Tea Council. Intensive advertising, films and a large outdoor display piece at many of the fairs held in the country is believed to have been partially responsible for the steadily growing size of tea imports into West Germany.

(Continued on page 76)

Season's Greetings



CLEMENT M. HAKIM

TEA IMPORTER

91 Wall Street

New York 5, N. Y.



PRESSURE PACKED

FINEST QUALITY

in the most modern packages

NEW ALUMINUM
FOIL WRAP

**STANDARD BRANDS
INCORPORATED**



Caffeine, pectins and aromatic constituents in tea

By E. L. KLEEGEL, Technologist
Tea Research Institute of Ceylon

For the tea man with curiosity about his product—who wants to know WHY teas have particular characteristics—this article—Part 3 of a series—can be enormously revealing. It explains some of the chemistry which makes for differences, down to the molecules.

The article, excerpts from "Tea Manufacture in Ceylon," appears here by special arrangement with the Tea Research Institute of Ceylon, St. Combs, Talawakelle. The Institute issued Mr. Keegel's comprehensive and authoritative 163-page monograph, fourth in a series on tea production in that country.

Caffeine

Caffeine is a colorless, slightly bitter compound which is present in tea leaf to the extent of 2.5% to 4.5%. It is an important constituent of beverages such as tea, coffee and cocoa, and is responsible for their stimulating properties.

During manufacture it does not appear to undergo any changes of fundamental importance, but it is possible, indeed probable, that it forms an association with the desirable intermediate products of oxidation, and may protect a part of them by precipitation, so that they do not undergo further changes to complex polymers. The product of the association between oxidation products and caffeine is soluble in hot water, but separates out on cooling of tea liquors as "cream". A heavy "cream" or cooling is a sign of a high concentration of red condensation compounds in the liquor. This is one of the aspects of tea manufacture requiring further investigations.

Pectins

Pectins are present in many leaves and fruits and are responsible for forming the jelly in jams. Pectins set to jelly when mixed with sugar and made acid. When pectins are broken down to pectic acid, they form a jelly more readily and the presence of sugar is not essential so long as they are acid. Tea leaf commonly contains up to 7% of pectins, and stalk is particularly rich in these substances.

The pectin content of leaf appears to undergo quite rapid changes, and there are indications that sunshine may cause a rapid increase in pectin content. Different

(Continued on page 76)

Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Ahl Trans Car—Ahlmann Trans Caribbean Line
 Alcoa—Alcoa Steamship Co.
 Am-Exp—American Export Lines
 Am-Pres—American President Lines
 Arg-State—Argentine State Line
 Am-W Afr—American-West African Line
 B-Afr—Belgian African Line
 Barb-W'n—Barber Wilhelmsen Line
 Barb-Frn—Barber-Fern Line
 Barb-W Afr—Barber-West African Line
 Brodin—Brodin Line
 Col—Columbus Line
 Cunard—Brocklebanks' Cunard Service
 Delta—Delta Line
 Dodero—Dodero Lines
 Dreyfus—Dreyfus Lines
 Ell-Buck—Ellerman & Bucknell S.S. Co.
 Farrell—Farrell Lines
 Grace—Grace Line
 Granco—Transportadora Gran Colombiana, Ltda.
 Gulf—Gulf & South American Steamship Co., Inc.
 Hellenic—Hellenic Lines Ltd.

Hol-Int—Holland-Interamerica Line
 Independence—Independence Line
 Isthmian—Isthmian Lines, Inc.
 JavPac—Java-Pacific Line
 Lamp-Ho—Lampport & Holt Line, Ltd.
 Lloyd—Lloyd Brasileiro
 Lykes—Lykes Lines
 Maersk—Maersk Line
 Mam—Mamenic Line
 Mormac—Moore-McCormack Lines, Inc.
 Nedlloyd—Nedlloyd Line
 Nopal—Northern Pan-American Line
 Norton—Norton Line
 PAB—Pacific Argentine Brazil Line
 PacFar—Pacific Far East Line, Inc.
 PacTrans—Pacific Transport Lines, Inc.
 Pioneer—American Pioneer Line
 Prince—Prince Line, Ltd.
 PTL—Pacific Transport Lines, Inc.
 R Neth—Royal Netherland Steamship Co.
 Robin—Robin Line
 Royal Inter—Royal Interocean Lines
 SCross—Southern Cross Line
 Sprague—Sprague Steamship Line
 Swed-Am—Swedish American Line
 Torm—Torm Lines
 U'Fruit—United Fruit Co.
 Wes-Lar—Westfal Larsen Co. Line
 Yamashita—Yamashita Line

Abbreviations for ports

At—Atlantic ports
 Ba—Baltimore
 Bo—Boston
 CC—Corpus Christi
 Ch—Chicago
 Chsn—Charleston
 Cl—Cleveland
 De—Detroit
 Ga—Galveston
 Gt—Gulf ports
 Ha—Halifax
 Ho—Houston
 HR—Hampton Roads
 Jx—Jacksonville
 LA—Los Angeles
 Ml—Montreal
 Mo—Mobile
 NO—New Orleans
 NY—New York
 Nf—Norfolk
 NN—Newport News
 Pa—Philadelphia
 Po—Portland
 PS—Puget Sound
 Sa—Savannah
 SD—San Diego
 SF—San Francisco
 Se—Seattle
 St Jo—Saint John
 Ta—Tacoma
 Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ABIDJAN			
12/28	Del Campo	Delta	N01/14
1/20	Del Monte	Delta	N02/5
2/8	Del Sol	Delta	N02/26
2/19	Del Valle	Delta	N03/24
ACAJUTLA			
12/20	Choluteca	U'Fruit	Cr ² 12/26 NY1/5
12/26	Transsylvania	U'Fruit	Cr ² 12/29 Ho1/5 N01/7
12/27	Copan	U'Fruit	Cr ² 1/1 NY1/9
AMAPALA			
12/13	Lily Nielsen	U'Fruit	Cr ² 12/16 Ho12/22 N012/26
12/21	Choluteca	U'Fruit	Cr ² 12/26 NY1/5
12/29	Copan	U'Fruit	Cr ² 1/1 NY1/9
BARRANQUILLA			
12/10	Falkenthal	Granco	NY12/20
12/19	La Mancha	Granco	NY12/30
12/19	Lovland	U'Fruit	NY12/29
12/24	Byfjord	U'Fruit	NY1/5
1/2	Candida	U'Fruit	NY1/13
1/9	Catherine Sartori	U'Fruit	NY1/20
1/16	Lovland	U'Fruit	NY1/27
BARRIOS			
12/14	Kirsten Torm	Granco	Ho12/19 N012/33
12/14	Elsie Winck	U'Fruit	NY12/20
12/15	Orotava	U'Fruit	Ho12/20 N012/22
12/21	Leon	U'Fruit	Ho12/26 N012/29
12/22	Marna	U'Fruit	NY12/29

SAILS	SHIP	LINE	DUE
12/29	Christiane	U'Fruit	NY1/4
12/29	Lempa	U'Fruit	Ho1/3 N01/5
1/5	Orotava	U'Fruit	Ho1/10 N01/12
1/5	Union Mariner	U'Fruit	NY1/12
1/11	Leon	U'Fruit	Ho1/16 N01/18
1/11	Elsie Winck	U'Fruit	NY1/18
1/18	Lempa	U'Fruit	Ho1/23 N01/25
1/19	Marna	U'Fruit	NY1/26
BUENAVENTURA			
12/13	Gulf Farmer	Gulf	Ho12/21 N012/25
12/20	Rep. de Ecuador	Granco	LA1/8 SF1/11 Va1/29
CARTAGENA			
12/16	La Mancha	Granco	NY12/30
CORTES			
12/16	Orotava	U'Fruit	Ho12/20 N012/22
12/17	Marna	U'Fruit	NY12/29
12/22	Leon	U'Fruit	Ho12/26 N012/29
12/23	Christiane	U'Fruit	NY1/4
12/30	Lempa	U'Fruit	Ho1/3 N01/5
12/31	Union Mariner	U'Fruit	NY1/12
1/6	Elsie Winck	U'Fruit	NY1/18
1/6	Orotava	U'Fruit	Ho1/10 N01/12
1/12	Leon	U'Fruit	Ho1/16 N01/18
1/14	Marna	U'Fruit	NY1/26
1/19	Lempa	U'Fruit	Ho1/23 N01/25
CRISTOBAL			
12/16	Lily Nielsen	U'Fruit	Ho12/21 N012/25
12/26	Telde	U'Fruit	Ho12/30 N01/2

SAILS	SHIP	LINE	DUE
12/27	Choluteca	UFruit	NY1/5
12/31	Transsylvania	UFruit	Ho1/5 N01/7

DAR es SALAAM

12/24	Afr Lightning	Farrell	NY1/22
12/31	Kertcsono	Nedilloyd	NY2/3 LA2/21 SF2/25 Po3/3 Se3/7 Va3/9
1/17	Afr Dawn	Farrell	NY2/15
2/1	Samarinda	Nedilloyd	NY3/6 LA3/24 SF3/28 Po4/3 Se4/7 Va4/9
3/2	Afr Rainbow	Farrell	NY3/30

GUAYAQUIL

12/15	Rep. del Ecuador Granco	LA1/8	SF1/11 Va1/29
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LA LIBERTAD

12/11	Lily Nielsen	UFruit	Cr ² 12/16 Ho12/22 N012/26
12/18	Telde	UFruit	Cr ² 12/23 Ho12/28 N012/31
12/19	Choluteca	UFruit	Cr ² 12/26 NY1/5
12/23	Transsylvania	UFruit	Cr ² 12/30 Ho1/5 N01/7
12/26	Copan	UFruit	Cr ² 1/1 NY1/9

LA UNION

12/10	Lily Nielsen	UFruit	Cr ² 12/16 Ho12/22 N012/26
12/16	Telde	UFruit	Cr ² 12/23 Ho12/28 N012/31
12/18	Choluteca	UFruit	Cr ² 12/26 NY1/5
12/21	Transsylvania	UFruit	Cr ² 12/30 Ho1/5 N01/7
12/24	Copan	UFruit	Cr ² 1/1 NY1/9

LIMON

12/11	Kirsten Torm	Granco	Ho12/19 N012/23
12/12	Catherine Sartori	UFruit	NY12/21
12/13	La Mancha	UFruit	NY12/30
12/18	Cubahama	UFruit	N012/23
12/22	Lovland	UFruit	N012/23

SAILS	SHIP	LINE	DUE
12/28	Byfjord	UFruit	NY1/5
12/30	Cubahama	UFruit	N01/4
1/6	Candida	UFruit	NY1/13
1/11	Cubahama	UFruit	N01/4
1/13	Catherine Sartori	UFruit	NY1/20
1/20	Lovland	UFruit	NY1/27
1/23	Cubahama	UFruit	N01/28

LOBITO

12/13	Lubilash	B-Afr	NY1/3
12/21	Afr Pilot	Farrell	NY1/16
12/26	Afr Pilgrim	Farrell	NY1/25
1/9	Afr Grove	Farrell	NY2/4
1/11	Tatra	Am-W Afr USA	1/15

LUANDA

12/17	Afr Pilot	Farrell	NY1/16
12/19	Del Campo	Delta	N01/14
12/22	Afr Pilgrim	Farrell	NY1/25
1/5	Afr Grove	Farrell	NY2/4
1/9	Tatra	Am-W Afr USA	1/15
1/10	Del Monte	Delta	N02/5
1/27	Del Sol	Delta	N02/26
2/22	Del Valle	Delta	N03/24

MATADI

12/17	Del Campo	Delta	N01/14
12/18	Lubilash	B-Afr	NY1/3
12/19	Pilgrim	Farrell	NY1/25
12/23	Afr Pilot	Farrell	NY1/16
1/6	Tatra	Am-W Afr USA	1/15
1/8	Del Monte	Delta	N02/5
1/11	Afr Grove	Farrell	NY2/4
1/24	Del Sol	Delta	N02/26
2/15	Del Valle	Delta	N03/24

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1/6	Kertosono	Nedlloyd	NY2/3 LA2/21 SF2/25 P03/3 Se3/7 Va3/9
1/7	Afr Dawn	Farrell	NY1/22
2/6	Samarinda	Nedlloyd	NY3/6 LA3/24 SF3/28 Po4/3 Se4/7 Va4/9
2/20	Afr Rainbow	Farrell	NY3/30

PARANAGUA

12/10	Mormacfir	Mormac	Jx12/29 NY1/2 Bo1/5 Pal/7 Bal/8 Nf1/9
12/10	Alphacca	Hol-Int	NY12/29 Bo12/31 Pal/2 Bal/3 HR1/4
12/12	Guatemala	Lloyd	NY1/2
12/14	Del Oro	Delta	N01/4 Ho1/9
12/15	Mormacrey	Mormac	LA1/14 SF1/16 Val/20 Se1/27 Po1/30
12/17	Mormacmail	Mormac	Bal/5 Pal/7 NY1/8 Bo1/11 Hal/13
12/20	Antonina	Mormac	Bal/10 NY1/12 Pal/15 Bo1/17 StJo 1/18
12/21	Mormaclark	Mormac	NY1/11 Bo1/14 Pal/16 Bal/18 Nf1/19
12/21	Nicaragua	Lloyd	N01/10 Ho1/16
12/22	Haiti	Lloyd	NY1/2
12/24	Akrumdyk	Hol-Int	NY1/12 Bo1/14 Pal/16 Bal/17 HR1/18
12/26	Mormachawk	Mormac	Jx1/14 NY1/18 Bo1/21 Pal/22 Bal/23
12/27	Mormacsurf	Mormac	LA1/28 SF1/30 Va2/3 Se2/11 Po2/14
12/28	Del Viento	Delta	N01/20 Ho1/25
12/31	Mormacdove	Mormac	NY1/19 Bo1/22 Pal/24 Bal/25 Nf1/26
1/2	Honduras	Lloyd	NY1/23
1/4	Mormacsea	Mormac	Bal/23 Pal/25 NY1/26 Bo1/29 Hal/30
1/7	Mormacisle	Mormac	LA2/11 SF2/13 Val/17 Se2/24 Po2/27
1/11	Delaires	Delta	N02/1 Ho2/6
1/12	Equador	Lloyd	NY2/2
1/18	Del Mundo	Delta	N02/9 Ho2/14
1/22	Colombia	Lloyd	NY2/13
2/1	Del Rio	Delta	N02/26 Ho3/3
2/2	Canada	Lloyd	NY2/23

PUNTARENUS

12/13	Telde	UFruit	Cr 12/23 Ho12/28 N012/31
12/15	Choluteca	UFruit	Cr 12/26 NY1/5
12/18	Transsylvania	UFruit	Cr 12/30 Ho1/5 N01/7
12/20	Copan	UFruit	Cr 1/1 NY1/9

RIO de JANEIRO

12/12	Del Mar	Delta	N012/25 Ho12/30
12/12	Itajai	Brodin	Bal2/27 NY12/29 Pal/1 Bo1/4 StJo 1/5
12/13	Mormacrey	Mormac	LA1/14 SF1/16 Val/20 Se1/27 Po1/30
12/14	Mormacfir	Mormac	Jx12/29 NY1/2 Bo1/5 Pal/7 Bal/8 Nf1/9
12/14	Alphacca	Hol-Int	NY12/29 Bo12/31 Pal/2 Bal/3 HR1/4
12/17	Guatemala	Lloyd	NY1/2
12/18	Argentina	Mormac	NY12/30
12/19	Del Oro	Delta	N01/4 Ho1/9
12/23	Mormacsurf	Mormac	LA1/28 SF1/30 Va2/3 Se2/11 Po2/14
12/26	Antonina	Brodin	Bal/10 NY1/12 Pal/15 Bo1/17 StJo 1/18
12/26	Mormaclark	Mormac	NY1/11 Bo1/14 Pal/16 Bal/18 Nf1/19
12/26	Nicaragua	Lloyd	N01/10 Ho1/16
12/27	Del Norte	Delta	N01/9 Ho1/14
12/27	Haiti	Lloyd	NY1/13
12/28	Akrumdyk	Hol-Int	NY1/12 Bo1/14 Pal/16 Bal/17 HR1/18
12/31	Mormachawk	Mormac	Jx1/14 NY1/18 Bo1/21 Pal/22 Bal/23
1/3	Del Viento	Delta	N01/20 Ho1/25
1/5	Mormacisle	Mormac	LA2/11 SF2/13 Va2/17 Se2/24 Po2/27
1/7	Honduras	Lloyd	NY1/23
1/8	Brazil	Mormac	NY1/20
1/9	Del Sud	Delta	N01/22 Ho1/27
1/15	Del Aires	Delta	N02/1 Ho2/6
1/17	Equador	Lloyd	NY2/2
1/23	Del Mundo	Delta	N02/9 Ho2/14
1/27	Colombia	Lloyd	NY2/13
1/30	Del Mar	Delta	N0 2/12 Ho2/17
2/6	Del Rio	Delta	N02/23 Ho2/28
2/7	Canada	Lloyd	NY2/23
2/13	Del Norte	Delta	N02/26 Ho3/3

SANTOS

12/10	Itajai	Brodin	Bal2/27 NY12/29 Pal/1 Bo1/4 StJo 1/5
12/11	Del Mar	Delta	N012/25 Ho12/30
12/13	Mormacfir	Mormac	Jx12/29 NY1/2 Bo1/5 Pal/7 Bal/8 Nf1/9
12/13	Alphacca	Hol-Int	NY12/29 Bo12/31 Pal/2 Bal/3 HR1/4
12/16	Guatemala	Lloyd	NY1/2
12/16	Argentina	Mormac	NY12/30
12/18	Del Oro	Delta	N01/4 Ho1/9
12/19	Mormacrey	Mormac	LA1/14 SF1/16 Val/20 Se1/27 Po1/30
12/21	Mormacmail	Mormac	Bal/5 Pal/7 NY1/8 Bo1/11 Hal/13
12/23	Antonina	Brodin	Bal/10 NY1/12 Pal/15 Bo1/17 StJo 1/18

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SAILS	SHIP	LINE	DUE
12/24	Mormaclark	Mormac	NY1/11 Bo1/14 Pal/16 Bal/18 Nfl/19
12/25	Nicaragua	Lloyd	N01/10 Ho1/16
12/26	Haiti	Lloyd	NY1/13
12/26	Del Norte	Delta	N01/9 Ho1/14
12/28	Akkumdyk	Hol-int	NY1/12 Bo1/14 Pal/16 Bal/17 HR1/18
12/30	Mormachawk	Mormac	Jx1/14 NY1/11 Bo1/14 Pal/16 Bal/18
1/2	Mormacsurf	Mormac	LA1/28 SF1/30 Va2/3 Se2/11 Po2/14
1/2	Del Viento	Delta	N01/20 Ho2/25
1/4	Mormacdove	Mormac	NY1/19 Bo1/22 Pal/24 Bal/25 Nfl/26
1/6	Brazil	Mormac	NY1/20
1/6	Honduras	Lloyd	NY1/23
1/8	Mormacsea	Mormac	Bal/23 Pal/25 NY1/26 Bo1/29 Hal/30
1/8	Del Sud	Delta	N01/22 Ho1/27
1/14	Del Aires	Delta	N02/1 Ho2/6
1/15	Mormacisle	Mormac	LA2/11 SF2/13 Va2/17 Se2/24 Po2/27
1/16	Equador	Lloyd	NY2/2
1/22	Del Mundo	Delta	N02/9 Ho2/14
1/26	Colombia	Lloyd	NY2/13
1/29	Del Mar	Delta	N02/12 Ho2/17
2/5	Del Rio	Delta	N02/23 Ho2/28
2/6	Canada	Lloyd	NY2/23
2/12	Del Norte	Delta	N02/26 Ho3/3

TANGA

12/19	Afr Lightning	Farrell	NY1/22
1/1	Kertosono	Nedilloyd	NY2/3 LA2/21 SF2/25 Po3/3 Se3/7 Va3/9
1/12	Afr Dawn	Farrell	NY2/15
2/2	Samarinda	Nedilloyd	NY3/6 LA3/24 SF3/28 Po4/3 Se4/7 Va4/9
2/25	Afr Rainbow	Farrell	NY3/30

VICTORIA

12/21	Del Oro	Delta	N01/4 Ho1/9
12/27	Nicaragua	Lloyd	N01/10 Ho1/16
1/5	Del Viento	Delta	N01/20 Ho1/25
1/17	Del Aires	Delta	N02/1 Ho2/6
1/25	Del Mundo	Delta	N02/9 Ho2/14
2/8	Del Rio	Delta	N02/26 Ho3/3

TEA BERTHS

CALCUTTA

12/10	Exhibitor	Am-Exp	Bo1/13 NY1/15
12/22	City of Ottawa	Norton	Bo1/25 NY1/27 Pal/31 Nfl/19 Ba2/3
12/22	Exminster	Am-Exp	Bo1/26 NY1/27
1/8	Steel Traveler	Isthmian	N02/15
1/8	City of St. Albans	Norton	Ha2/20 StJo 2/22 Ba2/28
1/10	Exchange	Am-Exp	Bo2/14 NY2/15
1/22	Excelsior	Am-Exp	Bo2/27 NY2/28
2/8	Steel Surveyor	Isthmian	N03/17

COCHIN

12/15	Steel Executive	Isthmian	Bo1/7 NY1/8
12/20	Exhibitor	Am-Exp	Bo1/13 NY1/15
12/30	Exminster	Am-Exp	Bo1/26 NY1/27
1/2	Steel Director	Isthmian	Bo1/26 NY1/27
1/15	Steel Scientist	Isthmian	Bo2/7 NY2/8
1/20	Exchange	Am-Exp	Bo2/14 NY2/15
1/30	Excelsior	Am-Exp	Bo2/27 NY2/28
1/30	Steel Flyer	Isthmian	Bo2/23 NY2/24
2/14	Steel Fabricator	Isthmian	Bo3/9 NY3/10

COLOMBO

12/12	Hellenic Glory	Hellenic	NY1/9 Pal/10 Bal/11 Sal/13 N01/24
12/13	Manipur	Cunard	Bo1/12 NY1/14 Wn1/17 Pal/17 Nfl/19 Bal/21
12/13	Magdapur	Cunard	Sal/12 N01/17 Ho1/21 Gal/23
12/13	Steel Executive	Isthmian	Bo1/7 NY1/8
12/13	Steel Advocate	Isthmian	N01/15
12/16	Exhibitor	Am-Exp	Bo1/13 NY1/14
12/20	Lexa	Maersk	NY1/19 Ha2/5
12/28	Exminster	Am-Exp	Bo1/26 NY1/27
12/31	Steel Director	Isthmian	Bo1/26 NY1/27
1/8	Laura	Maersk	NY2/6 Ha2/19
1/13	Steel Scientist	Isthmian	Bo2/7 NY2/8
1/13	Steel Traveler	Isthmian	N02/15
1/16	Exchange	Am-Exp	Bo2/14 NY2/15
1/20	Anna	Maersk	NY2/19 Ha3/5
1/28	Excelsior	Am-Exp	Bo2/27 NY2/28
1/28	Steel Flyer	Isthmian	Bo2/23 NY2/24

SAILS	SHIP	LINE	DUE
2/8	Hulda	Maersk	NY3/9 Ha3/20
2/12	Steel Fabricator	Isthmian	Bo3/9 NY3/10
2/13	Steel Surveyor	Isthmian	N03/17
2/20	Peter	Maersk	NY3/21 Ha4/5
3/7	Lica	Maersk	NY4/1 M14/20

DJAKARTA

12/15	Steel Scientist	Isthmian	Bo2/7 NY2/8
12/18	Laura	Maersk	NY2/6 Ha2/19
12/30	Steel Flyer	Isthmian	Bo2/23 NY2/24
1/13	Steel Fabricator	Isthmian	Bo3/9 NY3/10
2/17	Lica	Maersk	NY4/1 M14/20

DJIBOUTI

12/12	Silverwave	Kerr	NY1/2
12/20	Steel Executive	Isthmian	Bo1/7 NY1/8
1/7	Steel Director	Isthmian	Bo1/26 NY1/27
1/7	Exminster	Am-Exp	Bo1/26 NY1/27
1/11	Kertosono	Nediloyd	NY2/3 LA2/21 SF2/25 Po3/3 Se3/7 Va3/9
1/20	Steel Scientist	Isthmian	Bo2/7 NY2/8
2/4	Steel Flyer	Isthmian	Bo2/23 NY2/24
2/8	Excelsior	Am-Exp	Bo2/27 NY2/28
2/11	Samarinda	Nediloyd	NY3/6 LA3/24 SF3/28 Po4/3 Se4/7 Va4/9
2/19	Steel Fabricator	Isthmian	Bo3/9 NY3/10

HONG KONG

12/10	Mart	Pioneer	NY1/10
12/18	Jeppesen	Maersk	LA1/12 NY1/27
12/30	Korean Bear	PacFar	SF1/15
1/3	Susan	Maersk	SF1/25 NY2/10
1/14	Golden Bear	PacFar	SF1/30
1/18	Maren	Maersk	LA2/12 NY2/26
2/3	Rita	Maersk	SF2/25 NY3/10
2/18	Effie	Maersk	LA3/11 NY3/25
3/3	Chastine	Maersk	SF3/26 NY4/10

KOBE

12/14	Mart	Pioneer	NY1/10
12/25	Jeppesen	Maersk	LA1/12 NY1/27
1/9	Susan	Maersk	SF1/25 NY2/10
1/24	Maren	Maersk	LA2/12 NY2/26
2/9	Rita	Maersk	SF2/25 NY3/10
2/22	Effie	Maersk	LA3/11 NY3/25
3/9	Chastine	Maersk	SF3/26 NY4/10

SHIMIZU

12/11	Sally	Maersk	SF12/25 NY1/10
12/16	Mart	Pioneer	NY1/10
12/27	Jeppesen	Maersk	LA1/12 NY1/27
1/11	Susan	Maersk	SF1/25 NY2/10
1/26	Maren	Maersk	LA2/12 NY2/26
2/11	Rita	Maersk	SF2/25 NY3/10
2/24	Effie	Maersk	LA3/11 NY3/25
3/11	Chastine	Maersk	SF3/26 NY4/10

YOKOHAMA

12/15	Sally	Maersk	SF12/25 NY1/10
12/18	Mart	Pioneer	NY1/10
12/31	Jeppesen	Maersk	LA1/12 NY1/27
1/15	Susan	Maersk	SF1/25 NY2/10
1/31	Maren	Maersk	LA2/12 NY2/26
2/15	Rita	Maersk	SF2/25 NY3/10
2/28	Effie	Maersk	LA3/11 NY3/25
3/15	Chastine	Maersk	SF3/26 NY4/10

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Monarch's new six-ounce instant coffee is packed 16 jars to the case. The redesigned Monarch Instant Coffee label utilizes red, yellow and blue colors to provide maximum shelf impact. Designed by Monarch's own art department, the new label is produced by the Calvert Lithograph Co., Detroit.

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the prospects for Ceylon tea

(Continued from page 61)

doubt that under the dynamic chairmanship of Robert Smallwood, tea consumption in the United States will not only maintain its present gain but also expand. To Ceylon, the United States market is the biggest potential for the expansion of consumption, and the one to which Ceylon contributes the largest item in her promotion budget.

In order to consolidate and develop our markets abroad, the Ceylon government is conducting promotional campaigns which are financed by a cess imposed on all tea exports from Ceylon, and the total expenditure for overseas propaganda is over Rs. 5,000,000 per year. These campaigns are conducted by the Ceylon Tea Propaganda Board and carried out in the United Kingdom, Australia, South Africa, Egypt, Denmark, Iraq and New Zealand.

It is primarily due to the importance of building up our export markets that the government, since 1951, has followed the policy of developing the Colombo Tea Auctions as a world center for tea and has limited the quantity of tea shipped direct to the London Auctions, without passing through the auctions in Colombo.

Foreign buyers have operated in Colombo chiefly because of the availability of good quality teas. This scheme has in no way restricted the freedom of producers of low-grown tea to sell in the markets of their choice.

The policy of the government is both to safeguard the London market and to build up markets for Ceylon tea, and this policy has been successful. Today, Ceylon is a world center for tea and buyers from all over the world—including the United States of America, the United Kingdom, Canada and Australia—operate in Colombo, the attraction being the high quality of Ceylon tea, for which she has a reputation.

Research program

In order to ensure the successful continuance of Ceylon's tea industry, research and experimentation are being carried out by the Tea Research Institute of Ceylon, and yields per acre have been increased to an average of 613 lbs. The Institute has grappled with the problem of the "blister blight" disease which, at one time, caused profound uneasiness to the industry. Today the disease is well under control, and most estates which were badly affected have staged a spectacular recovery.

The Institute also carried out manual experiments over a long period of years, and it is interesting to note that the 34th report of the Commonwealth Economics Committee on trade in fertilizers reveals that the total import of fertilizers into Ceylon is surprisingly high. For instance, Ceylon uses almost as much potash as the whole of India, nearly as much as Australia and twice as much as New Zealand. As the tea industry consumes about 80% of the total fertilizer imports into Ceylon, it indicates a highly advanced attitude in the industry on the use of mineral fertilizers.

A major problem facing the Ceylon tea industry is that of replanting. A large part of our tea area has passed its economic life; this has been estimated to run to at least 85,000 acres. It is the intention of the government to assist the growers on this problem. The Tea Research Institute of Ceylon has pulled its weight, and has evolved high yielding

COFFEE & TEA INDUSTRIES and The Flavor Field

clones whose average yield is about 1,500 lbs. per acre. If, however, the producers can undertake replanting of even 1% of the acreage for each of the next ten years there can be a substantial increase in production—estimated at 472,000-000 lbs.

There is no doubt that tea will continue to be the mainstay of Ceylon's economy—and that tea will continue to be the universal drink of the world, whether it be from Ceylon, Indonesia, India or any other country.

tea in India's present and future

(Continued from page 59)

this country. I am only suggesting that this cooperation, which is now concretely symbolized by the Tea Council, and in which Ceylon and Indonesia are also participating, should be put to best use in order that the advantages thereof may be maximised.

Your promotional efforts should be reviewed constantly and modified when necessary so that the resources are always put to the best use. Furthermore, it is necessary that in a joint effort such as that of the Tea Council, the individual members should place the common interest above their own, for surely the only way to get a bigger piece of cake is to make the cake itself bigger.

The second base of economic cooperation is foreign capital investment. There is no doubt that it will be mutually advantageous for economically advanced countries to invest in underdeveloped regions where the climate is favorable for such purpose. As far as investment in India is concerned, we welcome foreign capital together with the scientific and technical knowledge that go with it, especially in those fields of production which are not yet adequately developed.

India offers in this connection many incentives. First and foremost, is the fact that the economy is rapidly developing and new frontiers are being opened. The country offers potentially one of the largest markets in the world. In fact, some of our recent economic troubles have resulted from the fact that the State is investing large sums of money in development schemes and private enterprise is also booming, thereby increasing immensely consumer demands. There is no doubt that there is a place for every enterprise with vision in India.

Apart from this prime consideration, India extends to

the foreign enterprises equality of treatment with domestic enterprises, opportunity for capital stock ownership, liberal facilities for transfer of profits and repatriation of capital investment and royalty payments, and also fair and equitable compensation in case of nationalization.

As regards nationalization, I may state that the risks are no greater in India than those to which a foreign investor subjects himself when operating abroad. In specific cases of substantial investments, our government has given guarantees against nationalization for mutually-agreed periods. In regard to taxes, the Indian government also offers concessions like development rebates and additional depreciation allowances. India has an enviable record in meeting her foreign obligations.

Indeed, I may say that we have been doing our best to see that investment by foreign capital resources is advantageous to both India and the investors. The tea industry in India itself provides a shining example.

The many recent agreements between foreign firms and Indian firms for economic or business cooperation are further evidence of the profitability of investing in India. At this moment, a delegation of Indian industrialists and businessmen is in this country to explore the possibilities of augmenting trade and further industrial collaboration.

The manner in which Indian and American tea interests have been working together for mutual benefit is an index of fruitful cooperation which is possible between our two countries and a sign of hope for cordial relationship in future.

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FLOTA MERCANTE
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tea promotion 'round the world

(Continued from page 67)

For the grocer 175,000 copies of a 32-page brochure on the art of selling tea was produced and 1,500,000 note pads were distributed through the contributing packers and importers.

Canada: Stronger beverage

Tea weeks, press, films and publicity were used in Canada. Last summer (1956) saw the first full scale promotion of iced tea, which had considerable impact on the population. As a result the restaurant and institutional field interest rose with purchases of iced tea dispensing machines.

A major piece of research was undertaken during the year by the Tea Council in cooperation with the Canadian Association of Consumers. The object was to discover the number of cups the average housewife was obtaining from a pound of tea or 120 two-cup tea bags, a quantity which had not previously been established by research. The principal finding of the study was that from both packaged tea and tea bags the housewife was obtaining considerably more cups than had been supposed. It was clear that many tea drinkers consumed a brew which was too weak for full enjoyment. Even without an increase in cuppage, the drinking of stronger tea would result in a direct increase in the consumption of leaf. In addition, a more flavorful beverage would encourage the occasional tea drinker to drink tea more often.

The final campaign of the year was the third annual Road Safety Campaign. The Tea Council was able to fill requests for over 130,000 safety streamers and auto stickers. Safety advertisements were again placed by the Council in newspapers on a coast-to-coast schedule during the latter half of December, and much of the Council's regular television time was devoted to a road safety message. For the campaign the Tea Council used outdoor poster advertising for the first time. The slogan, "If you Drive . . . drink Tea!" appeared dramatically on a background of press clippings about road safety.

The main task in Canada, as in other countries, the securing of the younger market, was fully recognized in the words of the Council's chairman: "The biggest problem facing the Tea Council of Canada is to reach the younger generation and influence them towards the enjoyment and consistent use of tea as a beverage. It must be viewed as a long term effort."

U. K.: Campaigns, demonstrations

As to be expected, there was a marked progress in the U.K. Bureau's campaign. Provincial campaigns, local exhibitions, display competitions and shop demonstrations, and a headquarters effort in the center of London, all played their part in the organized campaign.

Two demonstration kiosks for grocers' shops were introduced, and special display competitions were held in eight towns. Sample packets of Ceylon tea, numbering 73,430, were sold apart from those handled by the Tea Center.

Photographic prints and film shows were sold or circulated, and over 23,000 items of material about Ceylon were distributed to schools.

caffeine, pectins and aromatic constituents in tea

(Continued from page 68)

clones have also been found to vary widely in their pectin contents.

Tea leaf also contains an enzyme called "Pectase," which splits pectins into pectic acid and methyl alcohol. The methyl alcohol evaporates from the leaf during fermentation and firing. The pectic acid liberated by the enzyme makes the initially acid tea leaf slightly more acid during fermentation and the conditions in the fermenting leaf are favorable to jelly formation. If fresh green tea leaf is mixed with half its weight of water and then made into a paste in a pulverizing machine it will, if kept warm for a few hours, set into a jelly.

The enzyme pectase responsible for this reaction requires a higher temperature (120°F) for maximum activity and is relatively slow in action at normal rolling and fermenting temperatures but pectic acid is quite certainly formed during fermentation, the amount depending on the amount of pectin in the leaf and the activity of the enzyme (pectase)

The conversion of pectin to pectic acid is a slower process than the oxidation of oxidizable matter. It is important, therefore, that the oxidation process should proceed as quickly as possible before the pectic acid slows down oxidation. The more pectin there is in the leaf, the greater the importance of speed of fermentation in the earlier stages of rolling and fermentation. At least in the case of high quality leaf, which is comparatively rich in pectins, the oxidative part of fermentation must be speeded up as much as possible by hard rolling.

When leaf is very rich in pectin it appears to tolerate very long periods of fermentation with remarkably little ill effect, except when flavor is present. When flavor is present in the leaf, hard rolling and short fermentation give the best results. If flavory teas are greenish in character they are readily forgiven.

Aromatic Constituents

The characteristic odor of tea, which develops during fermentation and which is so strong in the firing room, is most probably due to volatile aromatics or "essential oils". Various research workers have steam distilled large quantities of tea and obtained only very small quantities of volatile oils. In one instance only four ounces of oil were obtained from the distillation of over two tons of tea.

It is most probable that the development of aroma during fermentation is at least partly enzymic and that flavory teas are merely teas which, through climatic conditions such as low temperature, drought and wind, develop more volatile oil during growth than is usual in normal climatic conditions.

(Continued on page 80)

packaging can boost store sales

These are highlights from a study of the function of packaging in modern food and grocery retailing, as reflected in attitudes and operating practices of supermarket management. This research project of the Folding Paper Box Association of America was conducted by Don White, Inc.

In this national survey, top executives of 203 retail food and grocery organizations, operating 9,709 stores in 28 states were interviewed. Their stores had sales of over 6½ billion. There were 6,524 supermarkets—more than one-fourth of the country's total.

The stores represent a cross section of food stores: major chains, regional chains, and independents. Large chains were those with over 100 stores; medium: 10 to 99 stores; small: 5 to 9 stores; and independents with less than 5 stores.

The major conclusion of the study is that the nation's food retailers are certain that better packaging can both cut costs and increase sales. And they have very definite ideas about *how* and *where* better packaging can do these two jobs.

Retailers say: "Better packaging can reduce store costs in at least seven ways:

- (1) Cutting breakage, shrinkage, spoilage.
- (2) Preventing discoloration.
- (3) Stopping pilferage.
- (4) Providing better protection.
- (5) Speeding price marking.
- (6) Improving handling and display.
- (7) Saving space".

The retailers felt that such packaging improvements can cut store handling costs by as much as 4½% of total sales. And this could save as much as \$1.1 billion annually for U.S. supermarkets! That's as much as \$45,000 per supermarket in savings alone.

As for better packaging increasing sales, the retailers say this can be achieved in at least seven ways: by providing larger sizes, a greater variety of sizes, and more multi-packs. And by making the package do a better selling job through more pictures of the product in use, more productive use of brand names, better pictures of the product itself, and better use of colors.

Each of these elements contributes directly or indirectly to doing a better job of "silent salesmanship" in (1) getting attention (2) creating "appetite" or use appeal and (3) suggesting new or extra uses to speed up consumption.

Retailers assert that packaging improvements such as these can increase sales by 7.4%. Dollar-wise, this could mean sales increases of as much as \$1.9 billion annually for U. S. supermarkets. That's as much as \$75,000 extra sales

per year per store.

Therefore, on the basis of cutting costs and increasing sales, the nation's supermarket operators believe that packaging improvement can mean \$3 billion per year in their operations. This can benefit manufacturers, processors, and retailers in more sales and greater profits.

Packaged goods, which account for more than 75% of gross sales, are the heart of supermarket operation. They provide (1) mass display, (2) impulse buying, and (3) extra selling information.

Because of their growing realization of packaging's important role in cutting costs and building sales, profit-making retailers are taking positive action. For instance, 57% already delegate specific packaging responsibilities to individuals or groups within their organizations.

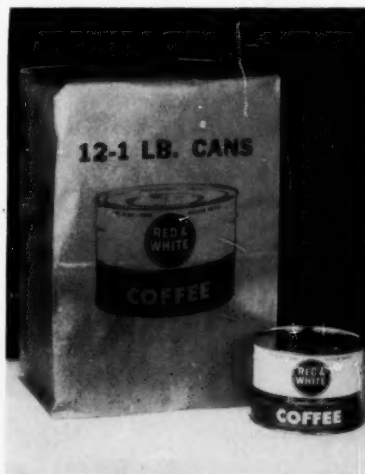
Poor packaging definitely means a loss in sales revenue to both manufacturer and store operator. In the past six months 47% of the retailers have either refused to sell, or threatened to stop selling, products *solely because of poor packaging!*

There are plenty of packaging opportunities in groceries: Better price marking spots; improved labels, with more color and better design; better product visibility, with more window cartons; better stacking; multi-packs; stronger packages that will not break, crush, or dent; and greater uniformity of size, to permit faster handling and easier stacking.

Here is how retailers evaluate multi-packs.

On the positive side, they have found that multi-packs have increased their total sales, brought larger unit sales and greater profits.

Multi-packs build repeat sales and give the consumer



Shipping bags for canned coffee, instead of cartons, are cutting costs 50% for the Carolina Coffee Co., Charleston, S. C. Designed to hold 12 one-pound cans, the bag is used by the firm both for commercial carrier and route shipments. It's made by the Union Bag-Camp Paper Corp. with three-ply heavy kraft paper construction. It holds up well in warehouse handling, Carolina Coffee reports; even with ten-high stacking of the bags on wooden pallets, can edges don't cut through.

greater value or make possible a lower price per unit. They *ALSO* provide customer convenience and, for faster handling, are easier to stack.

On the negative side, retailers find that some multi-packs take up too much shelf space, break apart, or are used for combinations that do not offer any real savings to the consumer.

Topco's complete coffee program"

(Continued from page 21)

tures prepared by exporters. He indicates that Topco has worked carefully with the people who prepare blends to single out especially flavorful coffees to be designated for Food Club.

Mr. Doherty declares it is especially important to control the quality of the Brazilian component, because it has a flavor potential that should be exploited. The Colombian coffees, which give true pronounced flavor, are customarily depended upon to do the entire flavor job for brands in this category, he adds. Topco, however, has found that flavor is not the function of the Colombian component only, but that there is also room for improvement through careful control of the Brazilian component.

For its bag coffee brand, Gaylord, Topco is currently working to revitalize consumer interest, which they feel has fallen seriously, industrywide, in this form of coffee. Topco thinks that store grinding was originally an at-

tractive merchandising feature, but that customers have now become so convenience-oriented that having to grind their own coffee is bothersome. Topco says consumers are forsaking the economy of the bag and instead are buying coffee that's "ready to go."

Topco's plan is to supply a bagged coffee that's already ground by the processor and packaged in a way specifically devised to retain coffee freshness. Thus Topco hopes to offer convenience along with the traditional economy feature of bag coffee.

This processor-ground bagged coffee requires a new method of bag packaging to provide far greater protection than bags currently in use. In ground form, of course, coffee is more subject to deterioration. The new bag would have to protect ground coffee for a longer time—from the point of processing, rather than from point of retail sale.

Topco says it is now in the final stages of a research program to determine the most efficient liner material for packaging pre-ground coffee, as well as to determine consumer acceptance in various markets.

Gaylord will also be upgraded in quality. Bag coffee, straight Brazilian in all brands, has room for improvement, Topco believes. Therefore, Topco plans to seek out superior blends for Gaylord, as it is doing for the Food Club canned brand.

Topco does not have its own roasting plant. It uses the services of eight roasters, on a custom basis.

to control marketing costs

(Continued from page 55)

priced competition become too large. Mr. Peckham felt that a good job of controlling costs on the part of the manufacturer, the wholesaler, and the retailer had been done.

Another analysis of major advertised versus minor brands in 39 major food product groups revealed that major advertised brands still accounted for more than 75% of the business despite a loss of 4/10 of a percentage point since 1956.

6. Continue matching retail sales effort against potential on a store-by-store and country-by-country basis. Mr. Peckham produced evidence showing that while a small independent store accounted for only 5 cases of an entire food product group in a month, a super independent sold 170 cases and a chain store 435 cases. Further control of sales effort in line with these figures would produce substantial dividends in the form of reduced sales costs, he said.

7. Establish closer working relationships with the retail trade in

order to make cooperative advertising and retail displays more effective. Nielsen Food Index data on many major advertised brands indicate that increased sales generally accompany increased shelf facings on the particular brand in question.

8. Constantly reappraise use of consumer promotions, particularly on well-established brands. While the use of promotions is constantly increasing, accounting for more than one out of every six sales during the first part of 1957 on six food product groups most subject to this type of activity, Mr. Peckham felt that this was not particularly effective in extending either the consumer franchise of the brands using them or the total market for the food product group of which they were a part. As a typical example, Mr. Peckham cited a case where increasing the consumer promotion merchandise from 24% to 32% of the brand's annual volume resulted in a loss of 4% in sales and a decline of 16% in competitive position.

9. Intensify the search for more effective advertising appeals. Mr. Peckham pointed up a 10-year study of

24 brand leaders, indicating that 66% of them maintained their share of advertising pressure at a level greater than their share of sales over the entire 10-year period and that another 25% sharply increased advertising pressure. Since this indicated the danger of reducing advertising costs, Mr. Peckham felt that more attention must be given to finding more effective appeals; case histories were presented to show the sales producing possibilities of this procedure.

10. Maintain a series of local or sectional sales tests devoted to trying out possible changes in the marketing program—changes in appeals, media, promotions, product, etc. Properly conducted, these tests could save untold amounts of marketing expenditures that might otherwise be wasted, he said.

Summing up, Mr. Peckman stated his belief that manufacturers selling through food stores would find the solution to 1958's expected higher marketing costs in increased efficiency of marketing operations rather than in continued expansion of sales volume.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

promotion brings record mustard sales

Two eye-catching displays plus a unique approach in selling them to retailers are credited with playing a major role in increasing The R.T. French Co.'s mustard sales by 7% last summer—the highest sales volume of any comparable period in the company's history!

According to Robert P. Driggs, sales promotion manager, the displays, which concentrated on people and family life instead of just showing food, stimulated high dealer acceptance of the company's annual summer barbecue promotion.

The display unit which created the most excitement throughout the trade and ultimately with the public was a half-round corrugated dump bin designed to simulate an outdoor grill. It was backed by a smiling man in an apron and chef's hat carrying a plate of hot dogs. The bin contains 200 jars of French's mustard.

The second display piece, labelled "The Spectacular", was a giant backdrop on corrugated paper showing a family in the midst of an outdoor picnic. It contains up to 2,000 jars of mustard.

French's used what it believes to be a unique approach in selling these displays to retailers.

Each company salesman was supplied with full-color three-dimensional miniatures of the two display pieces as part of his portfolio on the summer promotion. These miniatures helped the buyer see exactly how the displays would look in his store. Many executives purchased the entire promotion on the strength of the miniature models. Even major chain stores, traditionally opposed to manufacturer's displays, took the displays, as did many other accounts which had never before used a promotion.

Created and produced by the Schmidt Lithograph Co., San Francisco, the two displays were reproduced in six and eight colors respectively. To achieve the fine facial textures presented on the corrugated board, the colors were applied with specially molded rubber dies.

The units were designed for use by French's dealers as focal points in outdoor cooking or barbecue centers, against walls or at the ends of gondolas.

The displays were highly successful in their main purpose—stimulating the sale of French's Cream Salad Mustard—resulting in a summer in which French's improved its brand share standing and showed a substantial gain in sales dollars, despite the increasing competition in outdoor cooking supplies.

One of the factors in the success of the summer promotion was that more displays were used by chains and large retailers than in any previous years, with a resulting increase in unit sales, Mr. Driggs pointed out.

Although the in-store display units were vital to the 1957 summer mustard promotion, there were other important aspects, Mr. Driggs emphasized. They included a major advertising program which reached maximum intensity during June, July, and August. The advertising, which featured French's mustard in outdoor cooking, consisted of 28 full pages in eight major consumer magazines—Life, Better Homes & Gardens, McCall's, Ladies Home Journal, Good Housekeeping, Progressive Farmer, Modern Romances, and True Story—plus two three-page ads in both Life and Better Homes & Gardens. In addition, ad mat service was available for local use as a further tie-in with the outdoor cooking theme which characterized the entire promotion.

One interesting aspect of the 1957 promotion vital to the success of the display pieces is the fact that the major emphasis in the displays was on people and family life, while all past displays have featured food.

"We think that shoppers identified themselves with the people in the display," Mr. Driggs said. "The promotion succeeded because the real-life situations shown moved customers to buy more than just pictures of food products."



This dump bin was the most popular display in R. T. French's summer mustard promotion. The display simulates an outdoor grill.



Spicy stories would have been appropriate here, as three officers of the American Spice Trade Association exchange greetings with Kenneth D. Bradshaw, (second from right) of Jamaica, a spice producing island. The occasion was the spice trade's annual food writer's dinner, this year on a Jamaican theme. The men are (from left) Albert E. Keogler, ASTA's treasurer; T. Bernard Jones, ASTA's president; Mr. Bradshaw, head of the Jamaican Tourist Bureau, and William MacMillan, ASTA's vice president. More than 125 leading food editors and writers enjoyed the spice trade's feast, featuring unusual foods from "Stamp and Go Fritters" to "Pineapple Royal" dessert.

"47 ways to increase sales with a premium coupon plan"

The release of a new brochure, "47 Ways to Increase Sales with a Premium Coupon Plan", has been announced by Gordon C. Bowen, president of The Premium Service Co., Inc., Teterboro, N. J.

The Premium Service Co. Inc., a subsidiary of the Curtis Publishing Co., has been creating successful premium coupon plans for hundreds of major businesses for the past 60 years.

The brochure will be of help to product manufacturers, distributors, and companies selling services, it was stated. It is a comprehensive listing of marketing, selling, advertising and promotional problems that can be solved with a premium coupon plan.

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Situations discussed include, "Guaranteeing Repeat Business," "Increasing Use of Displays," "Switching Customers to Your Brand," "Reviving Dead Accounts," "Pushing Slow Inventory," etc.

The brochure was written by Gordon C. Bowen, writer, lecturer, consultant, and a nationally acknowledged authority on the use of premiums to stimulate sales.

Copies of "47 Ways to Increase Sales with a Premium Coupon Plan" may be secured by writing to the company.

Mecca pilgrim brought coffee to India

Coffee was introduced into India in the 16th Century by Baba Budan, a pilgrim returning from Mecca.

Budan planted seven seeds in the area of the Kadur district of Mysore. Systematic cultivation of coffee did not begin until the 1830's, reaching a peak around 1860. During the 1860's various diseases resulted in the abandoning of many estates.

Despite the lower demand in European markets for Robustas, they are grown in India because of the constant fear and loss of Arabicas from the borers and leaf disease.

Success in combatting these diseases may result in Arabica again becoming the dominant coffee in India.

caffeine, pectins and aromatic constituents in tea

(Continued from page 76)

The facts are simply that very little is known about flavor and little can be gained by theorizing. We are fairly certain that aromatic constituents even in flavory Ceylon leaf are present in only minute amounts. When we attempted to study the volatile constituents, we obtained quantities of methyl alcohol liberated from pectins by the enzyme pectase, and this first drew our attention to the importance of pectin—pectic acid. Steam-distillates of tea always smell strongly of tea and so do preparations of pectin and oxidizable matter even when purified.

We can only at present assume that the aromatic smell of the preparations is due to minute traces of very powerful aromatic substances present as impurities, that the oils do distil in steam and that very large quantities of leaf will have to be distilled before any appreciable amount of aromatic substances can be isolated.

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WORLD'S
LARGEST
SUPPLIERS
OF VANILLIN

the vanilla industry of Reunion Island

By DR. ERNEST GUENTHER, Vice President and Technical Director
Fritzsche Brothers, Inc.

This report is one of a fascinating series written by Dr. Guenther while on an extensive tour of the essential oil producing regions of Africa. Copyrighted by Fritzsche Brothers, Inc., the report is reprinted here by special arrangement with that company.

The vanilla beans procured on Réunion Island have always been esteemed highly for their fine flavor and beautiful appearance and "feel"—they are thick, and fatty to the touch—and for a long time the island produced large quantities of the bean.

Exports went mostly to France and Central Europe, rather than to the United States (in the latter country the beans are employed chiefly for the preparation of extracts, for which purpose beans of poorer appearance and low moisture content are suitable). The Réunion beans usually have a high moisture content (as high as 38%); hence they are not well suited to extraction purposes.

In recent years production of vanilla beans in Réunion has been declining, largely for two reasons:

1. The application of the social laws of France to the island has caused a considerable increase in costs of labor, so that Réunion vanilla can no longer compete with the product of Madagascar and the Comoros.

2. Vanilla plantations are badly damaged by cyclones, whereas sugar cane survives with a loss of only 10-15%; hence sugar cane is gradually replacing vanilla as a preferred crop on Réunion. That the vanilla industry has been able to survive at all must be attributed to the high quality of the product, which is still preferred by many buyers in Central Europe. Total production of the beans in Réunion now amounts to about 40 metric tons. It was once as high as 70 tons.

Producing Regions

Producing regions lie along the northeast coast of Réunion, stretching from Sainte Suzanne to as far as Sainte Rose in the east. This is the windward side of the island, warm and moist. There are countless small plantings where the natives cultivate the vanilla bean and sell it to the processors for curing. The growing of the beans represents the typical family industry so often encountered in the tropics.

A newly planted stock requires about three years to get into full production, and a plantation lasts some nine years (including the first years of unproductivity). Pollination of flowers starts in September and lasts until December. Harvest of the green beans takes place from May to December. One plant produces 700-800 grams of green beans annually; 1,000 grams is considered very high. Yields depend, of course, on the condition of the plant, its age, and the care it receives. On curing and drying, four kilograms of green beans yield one kilogram of cured beans, ready for market. The curing and drying process appears



Curing of vanilla beans on Reunion Island. The beans are being assorted at the table in the background.

to be somewhat simpler than that used in the Comoros.

As they arrive from the garden, the beans are placed in a wicker basket and immersed in water at 62°C. The temperature quickly drops to 60° C. The beans are left in the warm water for five minutes, the curer or processor watching the temperature carefully. (The water is heated on a hearth, above an open fire). After five minutes, the basket is lifted from the warm water and the beans are dropped into a heavy wooden box, insulated on the inside with several layers of blankets. The beans are entirely wrapped in the blankets, within the box. There they remain all night long.

Next day the beans are removed and spread out on wooden trays—without the blankets—and exposed to the sun. Every evening the trays, with the beans on top, are carried into a shed and left overnight, then exposed again the following morning. This drying and curing occupies two weeks. Then the beans are taken from the wooden trays and placed on netted trays (the netting consists of dried liana fiber). These trays are kept inside of the shed for further drying of the beans. This step takes from two to three weeks. In the course of the gradual drying, the beans are inspected every day, the dry ones being removed and placed into metal boxes. Not all of the beans dry at the same time; large fatty beans require considerably more time than small thin ones.

When the entire drying process has been completed and all beans have been placed in the metal boxes, they are assorted according to quality ("classage"): first, second and third qualities. Then they are assorted according to length ("mesurage") and bundled together ("empaquage").

There are as yet no official specifications applying to vanilla beans on Réunion Island.

Guatemala's 1956-57 crop set new high

The 1956-57 coffee year, which recently ended in Guatemala, set records in volume of exports, value of exports and average export price. Value of the crop was just under \$90,000,000.

According to figures released by the Oficina Central del Cafe, the 1956-57 coffee exports were 1,345,344 bags. Average price was \$66.67 per bag.

Previous highest volume of exports was in the 1951-52 coffee year, with 1,299,869 bags. In 1955-56 1,173,176 bags were exported.

In total value of exports, the 1956-57 year topped the previous record year 1953-54, by more than \$10,000,000. In 1953-54 exports were \$79,600,000. In the 1955-56 year coffee exports were valued at \$75,000,000. The Guatemalan quetzal is on a par with the dollar.

Coffee accounts for between 75% and 80% of the country's total value of exports, which now are running at over \$100,000,000 a year.

The 1956-57 average export price per bag of \$66.67 was also substantially over the previous record of \$64.63 in 1955-56. In 1953-54 the average export price per bag was \$64.20.

No calculation has been announced yet of total production figures, but the Oficina Central del Cafe made an estimate of an output of between 1,400,000 and 1,500,000 bags. The country ordinarily consumes around 200,000 bags.

The country in recent years has enjoyed relative prosperity. Economic crises which otherwise might have been crippling, have been weathered because coffee prices have been rising continuously.

In 1942-43, for instance, the country exported 1,224,362 bags—a figure not far behind the 1956-57 one. But because average export price per bag was only \$12.91, those exports were able to bring in only \$15,800,000.

To change this, the United States and Guatemalan governments this year signed an agreement by which a jointly-financed program will be set up to improve the quality of Guatemalan coffee and increase the output as well.

For the first year Guatemala is putting up \$200,000 and the U.S. Government \$75,000. Most of the technicians however, will be supplied by the U. S.

Traditionally, about 80% of the Guatemalan coffee exported goes to the U. S.

However, Europe has been buying more and more.

India emphasizes Arabicas

At present, Robusta coffee is consumed domestically in India and is exported to nearby Asian countries.

A recent program approved by the Indian Board for

increasing coffee production states: "Greater stress is laid on increasing the area and production under Arabica than under Robusta. The reason is that there is a readier demand for the Indian Arabica coffee at home and abroad."

The coffee-growing region of India is situated on the plains and hills inland from the Malabar Coast to the southwest in Southern India.

The best altitude for coffee production in India lies between 3,500 to 4,000 feet.

The tendency is to grow Arabica at higher altitudes than the Robusta, but frequently both are grown together.

Grocery manufacturers hear about new trends in America's supermarkets

Supermarkets are no longer a woman's world. Of every 100 shoppers, 50 are women, 31 are men, and 19 are children. When these customers spend a dollar for food in the store, 46.7¢ goes for groceries; 22.6¢ for meats; 11.3¢ for dairy products; 8.8¢ for produce; 5.8¢ for baked goods; and 4.8¢ for frozen foods.

These were some of the findings of a giant supermarket study conducted by "Progressive Grocer", and reported by editor Robert W. Mueller at the 49th annual meeting of Grocery Manufacturers of America, Inc.

Based on 12 weeks of intensive research in six super Valu food stores in Minnesota, the study covered 46 major classes of products and more than 565 sub-product classes. These were analyzed to show their contribution to total dollar sales; number of units sold per product class; margins applied to different product classes; where profits come from; sales and margins per shelf foot; and rate of turnover by product class.

The Super Valu study was the first presentation in a day given over to research findings. Overall theme of the three-day meeting was "The Challenge of Inflation", and this day's session was headed, "Meeting the Challenge of Inflation Through Marketing Research".

Andrew Heiskell, publisher of Life magazine, reported on his publication's study of consumer expenditures. "The major problem for American business in the years ahead is: Will Americans spend enough to buy back what they produce at a constantly increasing rate of production?" he said.

"One of the most immediate and most important conclusions from Life's study is this," he continued. "The American consumers today represent a surprisingly homogeneous market. Many products show a special sensitivity to various household characteristics, such as income or education. Yet, even among products which are most sensitive to these characteristics, the majority of expenditures comes in every case from the vast 'middle portion' of the market."

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San Francisco Samplings

By MARK HALL

■ ■ The coffee market has been bouncing up and down, but there is doubt here whether the producing countries can catch it at the high bounce and make it stick. Since August prices on the M contract in the futures market have fallen almost 9¢, Brazils performed in a like manner. After hitting bottom they bounced back almost to the highs.

At this particular time, before Centrals arrive in volume, the Mexican agreement could have a very decided effect. What will happen later, when the market feels the full weight of increased Central and Brazilian shipments, to say nothing of Africans is the question. El Salvador, Guatemala and other Central American countries have limited storage and finances. Will the agreement hold when the shoe pinches? These are the questions being asked around California and Front Streets.

Storage problems do not apply to Brazil and Colombia, but these countries alone cannot hold up the market. There are from 2,000,000 to 2,500,000 bags of Colombians being held off the market according to local sources. That country is losing sight of changing conditions, some people here feel. There was a time when Colombians were necessary and that country could wait out a price situation. Now roasters can turn to Centrals or Africans.

Added to this is the fact that instant, which are increasing rapidly in consumption, are turning to Africans and avoiding the higher priced coffees.

Roasters as a rule have no confidence in agreements among coffee countries, and will hold the price line as long as they can. Brazil exporters are said to be turning down United States bids, as producers can sell to the I.B.C.

■ ■ When the Pan-American Airways Stratocruiser "Romance of the Skies" took off last month for Hawaii it carried to his death a highly regarded coffee and tea executive. Edward T. Ellis was vice president and general sales manager of the Schilling Division of McCormick & Co.

He had been here only a few years, and was one of a number of promising young executives brought out from Baltimore by the company after taking over Schilling's.

He joined McCormick Co., Baltimore in 1931, worked in production and sales, and later became director of personnel and human relations, until he was transferred to San Francisco.

■ ■ William (Bill) J. Rowe, retired from S & W, is now the Pacific Coast representative of Pennedale Inc., Landsdale, Pa.

The company was organized by William Scull seven years ago. He had been working on the development of instant coffee since 1937, and is a member of the Scull family, in the coffee business for the last 100 years.

The company packs only private labels for the trade, and has no private brand of its own. It was financed by the Donner Foundation of Philadelphia, which invests in new and growing businesses to promote industry in the area. It realized that instant coffee is increasing in consumption, averaging over 20% for the United States and in

**A good word
for the man over 50**

See

"Mark my word"

By Mark Hall

on Page 23

some areas going as high as 40%, according to Bill Rowe.

Bill has been in the coffee business over 40 years. His first job was in the roasting room, actually roasting coffee. From that he went to buying and managing a company.

Bill says, "In all my testing of instant coffee I have found that Pennedale is an outstanding product. This is what attracted me to Pennedale."

■ ■ Ernie Shaw made a trip to Africa to study the coffee situation in the various growing countries of that region. He flew all the way with stopovers at London, Hamburg and Paris. The whole trip took about six weeks. This is indicative of the growing importance of African coffees and the extent to which coffee men will have to increase their flying time to the coffee countries.

■ ■ Ed Johnson, Sr., spent a week in Mexico last month. It is a nice place at this time of the year, but the senior Johnson went there on business.

■ ■ S & W Coffee's television program shows an animated cartoon of a can of S & W Coffee suspended in mid-air, radiating sunshine, while cups of coffee dance gleefully about below it and point approvingly.

■ ■ The McBane Coffee Co., which processes and distributes Imperial Coffee in California, is located in new offices at 635 47th Street, in Oakland.

■ ■ Moore-McCormack Lines recently carried a display in their window plugging Folger's. The display was installed by the advertising department of the coffee company. It pictured the points of origin of coffee and the ocean freight service to those points.

■ ■ John Pollaro, who was associated for some time with the late Harry Maxwell, has been appointed by Mr. Maxwell's widow to carry on the agency for Hard and Rand under the name of the Harry D. Maxwell Agency, Inc.

John has had a long association with the coffee business. He spent several years in the producing countries, and later had his own agency in New York, covering the coffee trade there. Coming back to California was like returning home, for he was born in this state.

■ ■ Chuck Cecil spent a good part of last month traveling in Central America.

■ ■ Arthur Woelfl was in the hospital last month for a minor operation.

■ ■ Warren Kludt has a new assistant at Schilling's. His name is Nickolans H. Brinkama, originally from Hamburg, Germany, where he was connected with Hans F. Niemann Co., coffee importers and general exporters. He left Hamburg in 1953 to follow the coffee business in Honduras, and came to San Francisco in 1955. Before coming to Schilling's he was with the Bank of America, where he was

(Continued on page 87)

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New York News



The Holland-America Line played host aboard the Noordam to the New York Coffee Roasters Association recently.

■ ■ The Pan-American Coffee Bureau is opening the Holiday Festivities with a Smorgasbord luncheon (in the Swedish manner) at the Persian Room of the Plaza.

The occasion is St. Lucia's Day, which traditionally begins the Christmas season in Sweden.

History tells us that December 13th was observed in the pre-Christian era as the shortest day of the year. This day was set aside for celebration of the sun.

In the Christian era, St. Lucia, the saint of light was honored on this day.

Today, Sweden, in particular, celebrates Lucia Day—the Lucky 13th—with festivities lasting throughout the day. And, the topper is coffee and buns (lussebuns) in bed for the merry-makers.

The Pan-American Coffee Bureau is taking its cue from the St. Lucia Day celebration—although coffee and buns are not being served in bed.

■ ■ Hans P. Wesemann, vice president in charge of sales of Fritzsche Bros., Inc., was honored at a luncheon given him by the officers and directors of the firm in celebration of his 40th anniversary with the New York City aromatic chemical and essential oil concern.

Joining the Fritzsche organization in

1917 and an active participant during its periods of greatest growth, Mr. Wesemann became Director of Purchases. In 1941, he was elected to the vice presidency.

The informal luncheon was headed by Fritzsche President John L. Cassullo, whose toast to Mr. Wesemann was a warmly expressed acknowledgement of his long and faithful service. Others attending the luncheon, in addition to the two principals, were Fred H. Leonard, Jr., Dr. Ernest Guenther, E. E. Langenau, Gustave A. Wohlfort, Arthur Hemminger, Ellis Merkl, Val A. Fischer and Jules Bauer.

■ ■ The American Spice Trade Association drive to raise funds to help mentally retarded children is being headed by Arnold Berke of Virchand, Penachand & Co., Inc.

The campaign, which carries the endorsement of the National Information Bureau for Charitable Organizations, is designed to raise the necessary funds to finance the National Association for Retarded Children, Inc., on a national and local level.

■ ■ The Green Coffee Bowling League is rolling along in high gear.

Leading the eight-team league are the Argentine State Line bowlers at a 14-7 pace. Right behind them are the Byrne, Delay keglers with a 13-8

record. In third place is the Bendiks group at 12-9 and rounding out the "first division" is the Aronco team with a 10-11 record.

East Asiatic, Nathor and Southern Cross are in a three-way tie for fourth place with 9-12 marks. At the bottom of the league are the Ehrhard bowlers with an 8-12 record.

However, the Ehrhard team has rolled the high team game with a net 867. Bendik's teams has the high team net series at 2450.

J. Whaley has been the individual star with a high individual game of 254 and a high individual series of 580.

T. Ray of Nathor leads the new bowlers in the league with a 150 per game average.

■ ■ "Rice and Spice" is the title of a new cookbook authored by Miss Phyllis Jervey and published by the Charles E. Tuttle Co., recently.

The book offers more than 150 rice (flavored with spice) recipes from all over the world. Miss Jervey accompanies the recipes with a commentary on the cuisines of the places from which she takes her recipes.

The back of the book has a glossary of spices, descriptions and uses, supplied by the ASTA Information Bureau.

The American Spice Trade Association is credited in the book for its assistance.

■ ■ Chock Full O' Nuts Corp., recently purchased the building at the northwest corner of Madison Ave. and 54th St.

The structure, now occupied by stores, will be torn down and replaced by a seven-story air-conditioned office building, with a Chock Full O' Nuts restaurant on the street floor. Completion is expected by the spring of 1958.

■ ■ Application for membership in the Green Coffee Association of New York City, Inc., was received from Amertrade, Inc.

The firm acts as agents for and importers of Brazilian and Colombian coffees. It is also active in other commodities.

Jaime Rivas, who is well known on Front Street, heads up the firm's green coffee department.

■ ■ It's good to see Arthur Ransohoff back on the "Street" after his siege of pneumonia.

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New Orleans Notes

By W. McKENNON

■ ■ New Officers of the Southern Coffee Roasters Association, elected at the recent annual meeting here were: William Smith, Batterton Coffee Co., Birmingham, Ala., president; Jack Dinos, Mocha Coffee Co., Atlanta, Ga., first vice president; and Grady Tiller, Dixie Coffee Co., Birmingham, secretary-treasurer.

Among those present in New Orleans for the meeting were Mr. and Mrs. William Smith; Mr. Dinos; Mr. Tiller; James Williams and James Patterson, Jabez Burns & Sons, Inc., New York City; Mr. and Mrs. Eric Eben, Eastern Tea Co., Staten Island, N. Y.; Mr. and Mrs. Norman Bubis, American Tea and Coffee Co., Nashville, Tenn.; Jay Barbour, B. and W. Coffee Company, Mobile, Ala.; Mr. and Mrs. M. Woods, Woods Coffee Co., Roanoke, Va.; Mr. and Mrs. Dan Anderson, Southland Coffee Co., Atlanta, Ga.; Carl Davis, Fleetwood Coffee Co., Chattanooga, Tenn.; Mr. and Mrs. Norman Saurage, Jr., and Mrs. and Mrs. Norman Saurage, Sr., Community Coffee Co., Baton Rouge, La.

Also on hand were Mr. and Mrs. Hugh Donnell, Golden Light Coffee Co., Amarillo, Texas; Mr. and Mrs. Roy Davis, S. and D. Coffee Co., Concord, N. C.; Jack Durland, Cain's Coffee Company, Oklahoma City, Okla.; Mr. and Mrs. Buddy Lieux, Morning Treat Coffee Co., Baton Rouge, La.; Fred Martin, Martin Coffee Co., Jacksonville, Fla.; Mr. and Mrs. L. Liphrott, Reace Coffee Co., St. Petersburg, Fla.; Nick Sakkis, Hillsboro Coffee Co., Tampa, Fla.; Mr. and Mrs. Bob Henderson, Jr., Henderson Coffee Co., Muskogee, Okla.; Norman Watkins, Murfreesboro, Tenn.

Also present, from New Orleans, were Mr. and Mrs. George C. Foltz and Mr. and Mrs. George V. Foltz, Foltz Tea and Coffee Co.; George W. Dodge, vice president, and E. P. Bartlett, Sr., president, American Coffee Co.; Albert Schaaf, Stewart, Carnal Co.; William B. Reiley, Sr.; Robert Foltz, Blue Plate Foods Co.; David Kattan; Tom Buckley, A. J. Forstall and Webster Marks, Buckley and Forstall; James Meyers, Oulliber Coffee Co.

The New Orleans Green Coffee Association entertained the Southern Coffee Roasters at a noon luncheon at the Court of Two Sisters, and a reception

was held at the Board of Trade building for the group.

■ ■ Norman Watkins has announced that Lamb and Watkins has discontinued roasting.

■ ■ Harry X. Kelly, president, Lucien Seemann, vice president, and Fred Wendt, general traffic manager of the Delta Line, were New York visitors recently, to attend the Foreign Trade Conference.

■ ■ W. D. Roussel, president of the Board of Commissioners of the Port of New Orleans, has returned from Cuba. With a trade mission of 17 New Orleans business men, he spent a week on that island in the interests of the Port of New Orleans.

■ ■ Mr. and Mrs. Tom Prettyman of Paxton Gallagher, Omaha, and Mr. and Mrs. Ferd Dahlen, of the W. Ferd Dahlen Co., Inc., St. Louis, visited in New Orleans en route to Mexico City. ■ ■ Charles G. Lindsay, manager of the Pan-American Coffee Bureau, visited here last month and addressed the Export Managers' Club. His talk was widely quoted in the local papers.

Mr. Lindsay said coffee drinkers who persist in making weak coffee are costing local industry millions in business each year. He explained that Latin American countries can buy from the United States only as they have the dollars with which to buy.

Mr. Lindsay pointed out that people have watered down their coffee from the rich full-flavored brew they made in 1949, when one pound made about 46 cups, to the weak, brown water of today, which is made at the rate of 64 cups to the pound.

He said, though, that New Orleans is one city which enjoys a national reputation for its strong black brew.

He added that Louisiana, Arkansas and Mississippi are important exporters of goods to the 14 Latin American coffee growing countries.

■ ■ Elmer Livaudais, of Byrne, Delay & Co.'s New York City offices, visited the local office here in New Orleans.

■ ■ E. P. Bartlett, Jr., called on the trade in the Carolinas and Georgia in the interest of his firm, the American Coffee Co.

■ ■ David Kattan is in Honduras on business, but will be back in New Orleans for the holidays.

■ ■ Captain J. W. Clark, of the Mississippi Shipping Co., has returned from a business trip to New York City and Washington.

■ ■ The Community Coffee Company ran a half-page ad in the New Orleans Times-Picayune showing a picture of its pound package of pure coffee, dark roast, with the coupon prominent at the top of the package.

■ ■ RT coffee, advertised as "Luzianne's RT—a right tasty coffee and chicory," was advertised in the local papers with this premium offer: "To get **your** free hose, mail four RT coupons to: Free RT Hose, P. O. Box 320, New Orleans, La."

St. Louis

■ ■ Lee H. Nolte, of the Nolte Brokerage Co., turned newsboy on the morning of November 27th. He sold copies of the St. Louis Globe-Democrat on a street corner, as part of Old Newsboys Day, in which many leading citizens took part.

People buying the paper from the Old Newsboys paid as much for it as they wanted, and the gross proceeds went to a non-profit fund for distribution to organizations working for children.

The newspaper published a letter from Mr. Nolte in which he expressed his wholehearted agreement with the Old Newsboys Day program.

"Inasmuch as I am one of the original members of the Park Board, City of Clayton, and served in that capacity for six years and then served on the Board of Aldermen for 18 years, I do have some conception of the kind of program you are supporting," he said. "I am, therefore, interested in volunteering my services in this good movement and am prepared to report as early in the morning as you like."

Minneapolis

By HARRY P. RILEY

■ ■ Coffee companies selling in the upper Midwest were among the exhibitors at one of the largest public feeding conventions ever held in this area.

The event was arranged by Upper Midwest Hospitality, Inc., and was held over a three-day period at the Leamington Hotel, Minneapolis. It drew one of the biggest restaurant and institutional attendances ever recorded here.

Booths were set up by 129 companies, including these firms selling coffee in the territory: Continental Coffee Co., General Foods Corp., Eibert Coffee Co., M. B. Coffee Co., McGarvey-Atwood Coffee Co., Nash Coffee Co., John Sexton Co. and Standard Brands.

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Chicago

By HARRY LANE

■ ■ Earl Cohn, executive vice president of the Superior Tea & Coffee Co., reports that the company's subsidiary, the Dayton Spice Mills Co., Dayton, Ohio, is expanding its territory to include the Columbus, Ohio, area.

Dayton Spice Mill's leading coffee brand is Old Reliable Custom Blend, for many years a favorite in the Dayton and Springfield, Ohio, territory.

Featured during the present campaign is a miniature whiteboard three-color carton securely banded to the regular one pound can of Old Reliable Coffee, with the offer of a money refund if the tryout of the sample carton is not satisfactory. They are also adding a measuring cup free, and instructions for obtaining best results from Old Reliable Custom Blend Coffee.

Radio, TV and newspapers are being used in the Ohio territory to boost the sales drive to the limit.

■ ■ Federal Tool Corp., Lincolnwood, named Norman Nielsen as premium sales department manager and Edward W. Goetz as head of the company's national premium accounts sales.

■ ■ John M. Sarther, 68, passed away after a short illness. He was vice president of Consolidated Foods, Chicago, and was president of the wholesale grocery firm of Sprague Warner and Co. when they merged with Consolidated. His wife, Madalyn, and two brothers, Ernest and Edward Sarther, survive.

■ ■ Bruce McCauley, who is well known to the coffee trade and is active with his father in the McCauley Co., coffee brokers, is recovering at his home in Parkridge, Ill., from injuries sustained in an auto accident while on vacation. His wife, also injured, has recovered.

■ ■ Robert Muskat, sales manager, Triangle Package Machinery Co., Chicago, reports their new Elec-Tri-Flex automatic machine fills and seals from roll stock at 35 to 50 packages per minute. There is much interest in the trade in this new equipment.

■ ■ The Bert Mills Corp. has introduced a new self-brew coffee vendor. They have also introduced an instant coffee machine with a 500 cup capacity.

■ ■ Wakem and McLaughlin warehouses are celebrating their 71st anniversary this year, F. E. Berg, the general manager reports.

The firm was organized in 1886 by J. Wallace Wakem and has been active in warehousing in this territory. Facilities include bonded space at 225 East Illinois Street, where the general offices are located.

Two years ago a new warehouse was built at 4045 to 4073 West Chicago Avenue, with 200,000 square feet of space, fully mechanized, 23 foot ceiling height, sprinkler and heat in every department, and full ADT protection both day and night.

Office space is available at the 225 East Illinois headquarters warehouse, and full merchandising service is available to tenants of both warehouses.

■ ■ William J. Stahl has been named manager of the premium department of the Ekco Products Co. of Chicago. He is well known to the food trade.

■ ■ Harry Crooks, founder of the Crooks Warehouse and well known to the coffee trade, passed away after a short illness at the St. Luke Hospital in Chicago. Surviving are his wife, daughter, brother and two grandchildren.

■ ■ The many friends of Mrs. Alice Sexton Baumann, 39, were grieved to hear of her death in Miami, Fla, last month. Mrs. Baumann was the daughter of the late Sherman J. Sexton, president of John Sexton & Co., wholesale grocers. She leaves her husband, Harald R., a daughter Alisha, a son, Reimund, a brother and a sister.

Southern California

By VICTOR CAIN

■ ■ Tom Halpin, of Certified Grocers of California, Ltd., made a trip to San Francisco for a board of directors meeting of the Pacific Coast Coffee Association.

■ ■ William R. (Billy) Morton, of W. J. Morton Inc., has returned from Germany with his new bride, the former Miss Herrod Tielsch. Herrod and Billy were married in Karlsruhe, Germany, and after the ceremony, honeymooned in France, Spain and other countries. They then returned to the United States, via the S.S. America, landing in New York.

There was a great deal of excitement and anxiety about their arrival in Los Angeles aboard the United Airlines flight which encountered difficulty in making the landing gear operate. The pilot found it necessary to fly around the Los Angeles area for about two and a half hours in order to consume gas load before trying to make a landing. The pilot, keeping the passengers well informed, instructed them that he intended to attempt a belly landing, and to the great relief of everyone on board, as well as those on the ground, succeeded in doing so.

Later, Billy and Herrod were asked for their reaction while in the air. Herrod's remark was, "I counted all the swimming pools in Los Angeles, of which there are many!" Billy said, "I have never experienced such complete control as that shown by the pilot and crew of the plane. They are to be commended."

A great experience, but Billy is glad to be home and selling green coffee again.

■ ■ Don Dunne, of Haas Bros., San Francisco, recently came to Los Angeles to call on the local coffee roasters.

■ ■ Moore-McCormack Lines, Inc., held a cocktail party in honor of Capt.

D. B. Geddes, vice president and Arne Fengar, Pacific Coast Manager of Moore-McCormack. Ray Abbot and Andy Smith acted as hosts for this delightful affair. Those of the coffee trade attending were Mr. & Mrs. George Smith, Edward Appfel, Earl Lingle, Allan McKay, Bud Dominguez, Bill Morton, J. L. Duff, Walter Dunn, Don Harvie, Herb Knecht, John Madden, Charles Mack, William Gloege, and Irving, Leonard and George Koppel.

■ ■ Don Hallem, comptroller of Farmer Bros., Inc., has returned from a two week vacation in Honolulu.

■ ■ Irving Manning, coffee buyer for S & W Fine Foods, San Francisco, visited in Los Angeles recently.

■ ■ Vic Cain, of W. J. Morton, Inc., attended a meeting of the directors of the Pacific Coast Coffee Association in San Francisco.

■ ■ Bill Gloege, Los Angeles representative for Bunge Coffee, Inc., was hospitalized for surgery. From all reports, the operation was a great success, and Bill hopes to return home and start the recuperation period soon. All the coffee folk hope for a speedy recovery.

■ ■ A.S. (Andy) Moseley, president of Breakfast Club Coffee Inc., is back, returned from a short vacation at his desert home.

San Francisco

(Continued from page 83)

able to use his experience and knowledge of coffee in their dealings with the trade.

■ ■ The new receptionist at McCormick's is Mrs. Helen Cooper who has been seven years with the firm, holding a number of positions, the last of which was manager of the mailing department. Her home was in Memphis, Tenn., where she received her education, graduating from high school to marry at 16.

She now has a grown family, and thus enters this new work with much more maturity than previous holders of the position. However, she brings to it the natural charm which comes from one who likes people and who has had more experience in life.

Mrs. Cooper says that as long as she works, she wants to remain with the company.

■ ■ The Northern California group of the American Spice Trade Association met last month at Gino's for lunch. Chairman Harold E. Pauli stressed the importance of committees participating in the ASTA program. There were other matters of mutual interest discussed by the members.

Among those present were Robert, Harold and Tom Pauli, Ralph Stern, Len Rasmussen, Frank Frelleson and Harold Gavigan.

A committee was appointed to help choose a list of spices for the "Spice of the Month" events which is an annual promotion for spices.

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